

Public Relations Subcommittee

June 1, 2022

Minutes

In attendance: Ms. Mahoney, Ms. Ingham, Mr. Edelman, Superintendent Ambrose

Superintendent Ambrose said the first order to business is to nominate a committee chairperson.

Ms. Ingham made a Motion to nominate Mr. Edelman, seconded by Ms. Mahoney.

Mr. Edelman asked about the details of the chairperson's responsibilities which Mr. Ambrose explained. Mr. Edelman accepted the nomination. Vote: All in favor.

Mr. Ambrose expressed his intention that the goals and objectives of the Strategic Plan be a part of the committee's agenda items for the fall to keep the public informed. He gave an example of staff retention and how best we can acknowledge the issues surrounding that topic and how we are addressing them. He detailed the budget ramifications and decisions related to contracts in the past and present and the plan moving forward. He reiterated that the goal is to prompt people to read the Strategic Plan to see that we are not hiding issues.

Ms. Ingham made a Motion to approve the Minutes of [2-2-22](#) seconded by Ms. Mahoney.
Vote: All in Favor

Ms. Ingham recommended holding focus groups on different areas of the Strategic Plan, given that many people may not be watching the subcommittee meetings.

Mr. Edelman commented on the misconception the public holds in expecting board members to individually solve problems, when as a whole their role is to make recommendations. So, recommending the ways in which the public can participate in a productive manner to become educated on issues is critical. He added that every message should include the how and why of what we are doing.

Discussion ensued on social media messaging and how to promote community involvement in working together to solve issues productively.

Mr. Edelman reviewed the focal points of the district since the pandemic began, which he believes served as a distraction from addressing the bigger, more important issues going on.

Mr. Ambrose touched on the mental health effects of the pandemic on everyone and how best to use routines and structure to address that. This will take a while. He added that even staff who are leaving believe a fresh start will help them mentally to move forward. Whatever our issues, from a public relations perspective, there is no topic that we cannot discuss as a group.

Ms. Ingham commented that in addition to the huge issues surrounding COVID, the district's reorganization at the same time made for big changes in the cultures at certain schools. This is the elephant in the room greatly affecting the community and they don't easily forget changes.

Mr. Ambrose agreed that change is difficult, and he still hears about changes from 20 years ago. He said the focus we need to agree on as a team and a board are as follows:

1. Aligning the curriculum
2. Getting common assessments to figure out where kids are in learning curriculum
3. Doing something about it

Ms. Ingham mentioned the importance of mental health which Mr. Ambrose agreed is a huge part of this.

Next Meeting Date – September 7, 2022

Chair Edelman adjourned the meeting at 5:55 PM

Recorder:

Phyllis Kennedy
District Clerk