

January 15, 2015 Communications Committee Minutes

Members Present: Chair Becky Matthews, Superintendent Dr. Fensom, Jeremy Noyes, Randy Boggess

The minutes from 12/11/14 were approved.

Jeremy feels things are going pretty good with social media since it was rolled out after the December school board meeting which approved the policy. Presently there is a Facebook account and Twitter feed for White Mountains Regional School District. The Facebook account (White Mountains Regional School District – SAU #36) now has 126 followers and 5 followers are on Twitter (WMRSDSAU36). Jeremy posts news from the calendar of each school, information from the weather stations, and Lancaster School News, which is done via Youtube, will be added.

Twitter has not been as popular as expected. Randy explained that most of the followers that use Twitter are adults who use it for business purposes.

Randy suggested we send out more athletic, extra-curricular, arts schedule information via social media. Jeremy is working toward inclusion of these items but wants to be sure that when/if changes, cancellations, etc. occur, he will be notified as soon as possible so he can send those out as well.

Some teachers are not updating students' Powerschool as often as requested. Dr. Fensom will bring it up during the next District Leadership Team meeting. Jeremy will look at setting up automatic notifications to administrators when time has lapsed for teachers.

Portions of a packet generated by a company named Blackboard in an advertising campaign were photocopied and distributed to the committee members present for review and discussion at a future committee meeting. It is titled "A Guide for Building a Successful K-12 Communication Strategy: Engage parents, empower students and foster community relationships". Rather than tying the district to this company, we will review the packet and discuss ideas that we could implement or improve on using the tools we presently have.

We will review the website as a group once again in March.

The next Communications Committee meeting will be held on February 19, 2015 at 8:15 am at the SAU office.