

THOMPSON BOARD OF EDUCATION

**Thompson Middle School Media Center
Communications Sub-Committee Special Meeting
6:00 pm
Monday, August 14, 2017**

MINUTES

Members Present:

Thomas Angelo
Donna Godzik
Joseph Lindley
William Witkowski

Members Absent:

Also present was:

Melinda Smith, Justin Martin, Andy Brown

I. Call to Order

Meeting called to order at 6:00 by Donna Godzik.

II. Discussion

- Articles being submitted to local media/newspapers
- Return to school – welcoming students and faculty back
- Contacts in each school for communication and posts
- Superintendent/communication update

Martin and Associates reviewed a 2017-2018 Communications Campaign pitch to the sub-committee. The campaign will share messaging to the public built on dedicated leadership, engaged, enthusiastic, focuses and professional staff, state of the art instruction, community involvement and support, embracing differences and striving to help every student reach his or her potential.

Discussion was held regarding tools and tactics to be used during the campaign including using more Facebook and Twitter posts, using the Villager and Shopper’s Guide to share school related information, and sending mail and surveys to parents.

A yearly communications calendar was reviewed with highlighted events in each school and department that will be used to help capture moments in the district.

III. Adjournment

There being no further business the meeting was adjourned by Thomas Angelo, seconded by Donna Godzik at 6:57p.m.

Respectfully submitted,
Danielle M. Pederson
Recording Secretary to the Board

BOE Special Communications Meeting
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