



Torrington Board of Education

SUSAN M. LUBOMSKI
ASSISTANT SUPERINTENDENT

LYNDA T. REITMAN
INTERIM SUPERINTENDENT

Joint Meeting School Improvement and Community Relations Committee and Torrington High School Oversight Committee

Monday, November 30, 2015, 6:00 p.m.
355 Migeon Avenue

(School Improvement Regular Meeting rescheduled from Wednesday, December 2, 2015)

MINUTES

Members Present: SIC: John Kissko, Committee Chair; Jessica Richardson
THS Oversight: John Kissko, Committee Chair; Ellen Hoehne; Fiona Cappabianca

Members Absent: SIC: Bill Knight
THS Oversight: Kenneth P. Traub

Also Attending: Administration: Susan M. Lubomski, Assistant Superintendent; Lynda T. Reitman, Interim Superintendent

1. Mr. Kissko called the meeting to order at 6:00 p.m.
2. Roll Call was taken.
3. Ms. Richardson moved to approve the agenda. The motion was seconded by Mr. Kissko. All in favor.
4. Ms. Richardson moved to approve the minutes of the School Improvement Committee meeting of November 4, 2015. The motion was seconded by Mr. Kissko. All in favor.
5. Ms. Hoehne moved to approve the minutes of the THS Oversight meetings of September 23, 2015; October 14, 2015; and November 4, 2015. The motion was seconded by Mr. Kissko. All in favor.
6. CauseWay-Marketing presentation
 - a. Introductions of all those present
 - b. Identify possible reasons why students choose other schools, use survey data. Continue to survey and parents on climate and culture as well as school choice to dig deeper into the reasons why students leave the district. Reasons to date:
 - i. Tech school
 - ii. VOAG interests, WAMOGO

- iii. Other specialized schools that align with students' future goals
- c. Suggestions from Cause Way:
 - i. Low cost, no cost: targeted group-multiple ways of communicating, multiple times
 - ii. Website as a means to advertise: simplify, update, and make more appealing
 - iii. Parents as presenters, sharing success stories
 - 1. Share at small gatherings of parents: PTO, SGC, etc.
 - 2. Share at larger events Curriculum Night, Family Night
 - 3. Establish a tagline for Parents to use: THS: the Choice for Torrington!; Torrington, the Future is Here and Now! (address need to attract school aged family residents)
 - 4. PTO Face book page could be established for THS; TMS already has a FB page
 - iv. Students as presenters using social media, targeting middle school students; no taglines-informal, but edited snapchats, YouTube videos, etc.
 - v. Former students' testimonials, sharing success stories; informal, YouTube, etc.
 - vi. Direct mail to targeted families only, such as all 8th grade parents-student delivery, mail delivery, several mailings
 - vii. Email information out to all families, sign-off at the beginning of the school year
 - viii. Positive press to promote programs, events and accomplishments (like Erin Sullivan, but expanded for all schools)
 - ix. Administer surveys before and after events to measure success

Next Steps:

- 1. Decide who should receive information and when
 - 2. What information should be shared?
 - 3. Branding for THS? How will THS be marketed?
 - 4. Misperceptions about the community live on. Research to understand the perceptions. Provide a "voice" where concerns can be heard:
 - Focus groups, PTOs, SGCs, other gatherings, etc.
 - a. Honestly acknowledge concerns and areas that can improve; establish a plan; share the plan
 - b. Focus on positives -ex. sportsmanship award; Safe, academically challenging environment
 - c. Be sure to provide as much information as possible when sharing incidents that have occurred; follow-up later if necessary, to allay fears
 - 5. The presenters, Robert Schultz and James Parry, said they would come back to a meeting to support any future plans without cost.
7. At 7:25 p.m. this meeting was adjourned to Wednesday, December 2, 2015 at 7:00 p.m. for School Improvement and 7:30 p.m. for THS Oversight.