



Torrington Board of Education

SUSAN M. LUBOMSKI
ASSISTANT SUPERINTENDENT

DENISE L. CLEMONS
SUPERINTENDENT

School Improvement and Community Relations Committee Regular Meeting Wednesday, January 4, 2017 355 Migeon Avenue *MINUTES*

Committee Members: Jessica Richardson (chair); Armand Maniccia, Jim Lamoin
Board Members: Dan Thibault, (Alternate)
Administration: Sue Lubomski

1. Call to Order – 6:02PM
2. Roll Call
3. Approval of Agenda – Motion to approve Mr. Lamoin, seconded by Mr. Maniccia.
All in favor.
4. Approval of Minutes – Motion to approve Mr. Lamoin, seconded by Mr. Maniccia.
All in favor.
5. Public Participation: *This will be up to 10 minutes during which members of the public and staff may bring to the committee's attention information, ideas, or matters of concern related to all the duties and responsibilities of this committee. This committee will not allow comments regarding specific staff members or personal grievances. The time for individual remarks will be apportioned according to the number of speakers and will be limited to five minutes per speaker unless extended by the chair. – None*
6. Information Sharing and Discussion:
 - a. SGC Report – No meeting yet. Monday, January 9th. Marketing meeting at 5:00PM and SGC Meeting 5:30PM at THS.
 - b. Inventory of social media and communication at sites-no stipend attached to the marketing communications or press releases.
 - c. Marketing: Discussion: Designate/hire one central district person, a webmaster. What is the goal of the marketing?

Ideas for communication:
 - i. Possible newsletters from each school: include different voices: principals, staff, students; highlight events
 - ii. Goal: Proposal(s) to share with the board for February's meeting. Identify what do we "need":

1. Website updated regularly
 2. Site websites
 3. Newsletters-weekly
 4. Press releases in local papers
 5. Social media communication -newsletters, Twitter, etc.
 6. Websites-mobile app (a “webhost” who has mobile app capability or is interactive with the webhosting company)
 7. Marketing to the community
 8. Marketing to the existing families
 9. Marketing to new families
 10. Strong communication skills
 11. One centralized person with good communication skills (see proposed job description)
 12. Other:
 - A. Be aware of existing union job responsibilities
 - B. Gather administrative input
- d. Curriculum format approved. Move to full board.
- e. Information systems and how to proceed-webhosting RFP-Jerry to give an update
7. Comments for the Good of the Order – none
 8. Topics for Future Meetings:
 - a. Possible proposals for Marketing and webhosting position(s)
 - b. Distinguished Alumni
 9. Adjournment- Motion to approve Mr. Lamoin, seconded by Mr. Maniccia. All in favor.
Meeting adjourned at 7:18PM
 10. Next Meeting: February 1, 2017 at 7:00PM.