



Torrington Board of Education

SUSAN LUBOMSKI
ASSISTANT SUPERINTENDENT

LYNDA T. REITMAN
INTERIM SUPERINTENDENT

School Improvement and Community Relations Committee Regular Meeting Wednesday, July 06, 2016 355 Migeon Avenue

MINUTES

Members Present: Jessica Richardson, Committee Chair; Jim Lamoin, Joanne Brogis (alternate)

Also Present: Board of Education: Daniel Thibault

Administration: Susan M. Lubomski, Assistant Superintendent

1. Ms. Richardson called the meeting to order at 6:02 p.m.
2. Roll call was taken.
3. Mr. Lamoin made a motion to approve the agenda. Dr. Brogis seconded the motion. All in favor.
4. Discussion and approval of minutes- meeting was attempted in June, but there was no quorum.
5. Public/ Staff Participation
Ms. Lubomski shared that the district is pursuing grants for Math and Science funding.
6. Finalsite
Anthony Tata presented: Focus-current site and current contract
 - a. Based in Glastonbury
 - b. Only schools as clients
 - c. 200 public schools; 900 independent schools; international schools
 - d. 95% client retention rate
 - e. Philosophy: Be inspirational not informational
 - i. Updated
 - ii. What makes parents say they are going to send their children to our schools? Action, music, etc. (Used East Hartford as an example)
 - iii. Message is visual and auditory & reflects values and beliefs
 - iv. Rotating photos of positive students, programs and successes

- v. After school clubs-students take pictures and develop the materials for the website. Teacher monitors the photos, like yearbook.
- vi. Meet our teachers and staff section
- vii. Avoid information overload
- f. Who will manage the website:
 - i. Teacher-stipend?
 - ii. Recognition for Teacher webmasters
 - iii. Continually update data and pictures
 - iv. Do we want to add Social media updates-tweets, etc.
 - v. Develop an implementation plan-don't take on too much
 - vi. Do we want a District Facebook page
- g. Website Usage Analytics-to check on "hits" to the website
- h. Athletics-doesn't show the spirit
 - 1. Takes you to a broken link
 - 2. Athletic Director's responsibility?
 - 3. Athletic schedule? Scores updated?
 - 4. Final site could feed CIAC website for schedules and upload it-software connection.
 - 5. Goal: inspire people about athletics-get left side column
 - 6. Don't put empty statue-put people in picture and stories about athletic successes.
 - 7. Highlight coaches, captains of teams, alumni, student of the week.
- i. District Calendar page-Key component
 - 1. Too many words-simply visual
 - 2. Update website
 - 3. News and information
 - 4. Student successes
- j. How do we make changes:
 - 1. Attend training webinars-2-3 days a week. Recorded training website. Short and long training videos.
 - 2. Support tickets-usually a response within 24 hours.
 - 3. Most of team can help via phone
 - 4. People can get trained -\$400 per person per 2 day training.
 - 5. Unless immediate help-rearrange a time to connect
 - 6. Can arrange Finals site to do things for us-can but, need to learn how to do this by yourself.
 - a. Manage yourself
 - 7. If want to redesign the website-rewrite the whole site. At a cost.
 - 8. In the interim-could we have a beta site, so we don't have to take current one down. Can do this full site or section by section.
 - a. Templated website
 - b. Can choose from templated redesigns
 - c. They also do custom designs-\$15,000.

- d. 50 gig limit per month.
 - e. Video would take up a lot of the space
 - i. Mr. Tata would try to work out a deal because we have been a customer for a long time. Even with a redesign, probably wouldn't use up space.
 - ii. Board meetings are on the website. We were posting to u-tube so won't count toward our space.
 - 9. New contract doesn't have the content transfer. Most recent contracts don't have this.
 - 10. Space using-updates, people checking website
 - 11. Price of a redesign: with a renewal, if it is the same vendor, Mr. Domanico to get 3 bids.
 - 12. \$15,000-Design theme package-choose theme and then customize. (Example: Coventry; design team deployed in two months. Scratch 5-8 months. Existing data into new structure.)
 - 13. New version: easier to use for Teachers and classroom webpages:
New: Drag and drop areas and layouts to choose from. Drag and drop into new format. Visual of what the website would look like on different devices. New version-click on page views, navigation, previous or next page they went to.
 - 14. **Next steps:** Formulate ideas and figuring out costs.
 - a. This year: low and no cost.
 - b. 2017-2018-Redesign. Need to budget for next year
7. Informational sharing
- a. Website
Where do we want to go? Next year to plan; clean up content before move forward. Stipend? Use the THS Graphic Arts teacher? Develop a student club to help take pictures or post.
 - b. Digital arts course
Use pictures. Everyone is assigned the site websites; help maintain the website. Assistance for the schools, secretaries don't have time. Who would take this on? Stipend?
 - c. School Governance Council- Mr. Lamoin was not present. No report.
8. New Business
- a. Future: community feedback mechanism-community and staff
 - b. Volunteerism-create opportunities. Highlight and encourage on the website and at meetings. Thank yous to parents/community members.
9. Comments for the Good of the Order: none
10. Topics for Future Meetings
- a. Website
 - b. Online learning and licensing
11. Next meeting: August 3rd, 7:00p.m.

12. Mr. LaMoin made a motion to adjourn. Ms. Richardson seconded the motion. All in favor. Meeting was adjourned at 7:23 p.m.