



October 21<sup>st</sup>, 2020

The stated goals of the CSC are three-fold: to evaluate and provide feedback regarding the district's past and current communication practices, to develop communication proposals that build upon prior experiences as well as past and current needs, and to bring recommendations to the school committee for approval and subsequent implementation. The CSC has met several times to brainstorm ideas on how to improve the efficiency and consistency of communication, an offered *Proposals for Consideration* at the October 7<sup>th</sup> meeting. Following a meeting on October 13<sup>th</sup>, the CSC is offering 2 recommendations to the school committee:

1. **Bi-Weekly Memoranda:** The CSC recommends that the Superintendent set a goal(s) to adopt changes to the current approach to electronic communication to the towns. We are recommending the issuance of a bi-weekly memorandum to the community rather than to send out such messages on an ad hoc basis, which have, in the past, led to relative large gaps in communication from the district. Such memoranda would be deployed, for example, every other Friday, and would include direct links to the district website and serve to summarize all of the decisions, outcomes, good news and challenges that have emerged within the previous two weeks.

**Rationale of the Recommendation:** The purpose of this recommendation is to minimize long-term gaps that occasionally exist between consecutive memoranda, and to deliver a consistent and predictable means of communication to residents. Ad hoc memoranda would still be appropriate, but the goal of the bi-weekly memoranda is so that central office communication to the towns does not exceed a two-week interval at any given time and so that residents can anticipate updates.

2. **Coffee with the Superintendent:** In another effort to minimize the flow of electronic communication, to stymie the development of misinformation and to bring the community closer to the administration, the CSC is recommending that the Superintendent establish three 'Coffee with the Superintendent' sessions throughout each academic year, with each session primarily dedicated to or held in each individual town.

**Rationale of the Recommendation:** The genesis of this recommendation came from the Superintendent, who held similar meetings, and found considerable success in them in a previous district. Face-to-face meetings with the Superintendent would bolster the rapport with the community and would allow residents to direct questions, concerns and ideas to the district's primary decision-maker.

The following *Proposal for Consideration* from the October 7<sup>th</sup> meeting is being suspended for further review & consideration based on feedback from MASC and atty. Mike Maccaro:

3. **Post-School Committee Meeting Updates:** In an effort to reduce electronic communication redundancy and the spread of misinformation, the communication subcommittee is recommending that the district issue a post school committee meeting communication, which

will provide residents with an immediate summary of agenda items addressed in the most recent meeting, vote outcomes, and future agenda items. Updates would occur shortly after any school committee meeting, ideally within 24 hours. If enacted, a policy would need to be established so that this procedure continues across member terms

**Rationale of the Proposal:** The communication subcommittee recognizes that residents preferentially rely on different avenues of communication to gather information regarding changes, updates and votes made on behalf of the district. With this form of passive communication, the broader outcomes of the meeting would be highlighted, disseminated and made more easily and predictably accessible.

Respectfully,

Communication Subcommittee

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