



**NASHOBA Regional School Committee  
Communications Subcommittee  
Meeting Minutes  
March 10th, 2022**

Met Remotely via Zoom

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**Call to Order:** 7:33 PM

**Attendance:** Mike Horesh, Amy Cohen, Sharon Poch,

**Absent:** None

**Unfinished Business**

Review Communication Survey results, tabulate data and establish big picture points and themes:

- Bulk of respondents had kids in high school (~40%)
- Extract those items that a vast majority of people or vast minority of people do or do not utilize the website for various purposes (Not enough families utilize the website as a tool to find information)
- Few families use the website to gather SC information
- More effective search tools to help find links
- More effective user interface
- Majority families (70%) are using the website, while acknowledging that it needs improvement
- Families are not looking for updates on day-to-day SC events
- Establish community focus group to leverage district electronic communication
- 70% of families are pleased with the level of detail contained within district communication
- Email is by far the most preferred method of district communication,; Twitter & snail mail are least preferred

Amy Cohen moved to approve the minutes of February 10, 2022, seconded by Mrs. Poch; IN FAVOR: Mr. Horesh, Mrs. Cohen, Mrs. Poch, **VOTED AND PASSED (3-0-0)**

**Adjourn:** Mr. Horesh moved to adjourn the meeting at 9:00 pm, seconded by Mrs. Poch; IN FAVOR: Mr. Horesh, Mrs. Cohen, Mrs. Poch **VOTED AND PASSED (3-0-0)**

**Next Meeting:** Apr 7, 2022 7:30 pm