

**Groton-Dunstable Regional School Committee
Communications Advisory Committee
Meeting Minutes
October 16, 2008**

Present: Jim Frey, Jon Boroshok, Berta Erickson, Alan Genovese

The meeting convened at approximately 9:10 a.m.

This was the first meeting of the committee.

Due to absence of member Jon Sjoberg, election of officers was postponed to the next meeting.

The following business was discussed:

1. Review and refresh of the Communications Review Team (CRT) research results and recommendations.
2. Review of initial draft of Committee Charge document.
3. Brainstorming on what primary focus of committee should be. Topics included audience segmentation, communications mechanisms, and communications practices.

The following near-term objectives were identified:

1. Review of CRT research to assess how well sub-groups of the district's many constituent audiences were covered.
2. Focus on a few "Quick Win" action items from the CRT recommendations:
 - a. Clarifying how constituents can best contact and communicate with the SC and district administration
 - b. Improvement of the "Public comments" function on the district website, both in terms of process and practice.
 - c. Optimal distribution of the quarterly district newsletter as an important vehicle for community communications.
3. Communicating the work of the Communications Committee
4. Tying into the budget planning process to identify and pilot new and innovative communications practices, in hopes of getting the community more directly involved in this important activity.

The next meeting will be scheduled as soon as all committee members can be consulted.

The meeting was adjourned at approximately 10:00 a.m.

Respectfully Submitted,
Jim Frey