

NEW LONDON PUBLIC SCHOOLS
NEW LONDON, CONNECTICUT

ADMINISTRATION
PUBLIC RELATIONS COMMITTEE MEETING

WEDNESDAY, MARCH 5., 2008 – 5:00 P.M.
Central Office Conference Room

MINUTES

DRAFT

1. CALL TO ORDER

Mr. Kinsall called the meeting to order at 5:05 p.m.

FOR THE BOARD:

Elaine Maynard-Adams (Arrived at 5:15 p.m.)
Alvin Kinsall, Committee Chair
James Pearce

FOR THE STAFF:

Chris Clouet, Superintendent of Schools
Nicole Dallas, PTO President, BDJMS
Brenda Eikenburg, PTO President, Winthrop School
Jamelah Qadir, Winthrop School
Susan Stambler, Principal, Harbor School
Valerie Tamano, Administrative Aide
Tommy Thompson, Assistant Principal, BDJMS
D'Mitra Waheed, PTO President, Jennings School

2. COMMENTS FROM PERSONS ATTENDING THE MEETING

None.

3. READING AND APPROVAL OF CONSENT AGENDA

Motion by Mr. Kinsall, seconded by Mr. Pearce,
that the following items, as set forth on the Consent Agenda for the Public Relations Committee meeting of March 5, 2008, be approved or received for the record, unless removed by a committee member.

Motion carried, 2 – 0
Absent: Ms. Adams

3.1. APPROVAL OF MINUTES

The Public Relations Committee approved the minutes of the February 8, 2008, meeting, as submitted in Exhibit 3.1.

3.2. ACTION ITEMS

3.2.a. HOW TO MOBILIZE PARENTS

The committee tabled its discussion of this item.

3.2.b. SUB-COMMITTEE REPORTS

Motion by Ms. Adams, seconded by Mr. Pearce,
that a status report be provided from the following sub-committees:

Motion carried, 3 - 0

- Frequently Asked Questions

Ms. Dallas, Mr. Pearce and Mr. Thompson reported that their sub-committee had no additional FAQs to submit. It was agreed that the FAQs that were included in the report presented in February will be posted on the website.

- New Public Access Talk Show

Mr. Kinsall and Dr. Clouet advised the committee that their talk show, PS News – New London, will continue for another 3 weeks on Wednesday from 7 -7:55 p.m. The show is currently live. However, beginning April 1st, and for 13 weeks thereafter, the show will be taped during the day and will air on Channel 24. There will be no call ins.

- Website Review

Ms. Tamano advised the committee that due to the fact that there have been numerous public complaints voiced about the website at Board meetings, there was a need to expedite a meeting with a web designer to start the process of reorganizing our website. The web designer will submit a few templates which she, Ms. Dallas and Mr. Kinsall will review. The Website Ad Hoc Committee's main focus is to:

- Make our website more eye catching
- Standardize pages – ensure that all schools and all departments have the same tabs

- Reorganize where items are located to make our website easier to navigate
- Ensure that useful information such as those submitted by the FAQ Ad Hoc Committee be made available on our website
- Recommend a process to ensure that items posted on the website are accurate in terms of spelling and grammar

The committee was advised that most web designers recommend schools NOT use actual photos of their students for safety reasons. It is suggested that only group photos be used because individual students cannot be identified. This is an issue that will have to be addressed by either the administration or the Board's Policy Committee.

It was emphasized that this review of our website will be a collaborative effort, and will include input from all principals and administrators, as well as Mrs. Bagwell.

The committee was advised that once a new template is approved a "temporary" website will be established totally separate from our current site. This will allow us to migrate the information from our current site to the new site and tweak it as necessary. Once we are satisfied with the temporary website we can switch sites with little, if any, downtime.

- Display Ad Initiative

Dr. Clouet informed the committee that The Day has unveiled a new initiative called ZIP06 which will allow us to post items on a regional calendar for the public to see. More information on ZIP06 will be shared at the next meeting.

3.2.c. HOPE WEEK AND HOPE WEEK PARADE

Motion by Mr. Kinsall, seconded by Ms. Adams,
that the Public Relations Committee discuss Hope Week Activities and the first City of New London Memorial Day and Hope Week Parade.

Motion carried, 3 - 0

3.2.d. ALUMNI

Motion by Mr. Kinsall, seconded by Mr. Pearce,
that the Public Relations Committee discuss how can we solicit the assistance of NLPS' Alumni to support the efforts of our district and our use of "On-Line Community."

Motion carried, 3 - 0

3.2.e. BUDGET ON THE WEBSITE

Motion by Mr. Kinsall, seconded by Ms. Adams, that the committee approve posting our budget on the website as a means to better inform the community and garner support for our budget. Ms. Adams, Ms. Tamano and Mrs. Whalen will work on this initiative.

Motion carried, 3 - 0

3.2.f. FAQ's FOR THE MAGNET PLAN

Motion by Mr. Kinsall, seconded by Ms. Adams, that the committee review and update the FAQs for the Magnet Plan to include a bullet explaining that the \$3 million dollars that will be bonded by the City will be amortized and delineate what the actual yearly cost will be.

Motion carried, 3 - 0

3.2.g. ITEMS FOR THE NEXT MEETING AGENDA

Motion by Mr. Kinsall, seconded by Mr. Pearce, that the following topics be discussed at the next Public Relations meeting which will be held on April 2nd at 5 p.m.

- How to mobilize parents
- ZIP06
- Website Committee Update

Motion carried, 3 - 0

4. ADJOURNMENT

Motion by Ms. Adams, seconded by Mr. Kinsall, that the Public Relations Committee adjourn its meeting.

Motion carried, 3 - 0

The meeting was adjourned at 6:03 p.m.

Respectfully submitted,

Valerie A. Tamano
Administrative Aide