

**NEW LONDON PUBLIC SCHOOLS
NEW LONDON, CONNECTICUT**

**ADMINISTRATION
PUBLIC RELATIONS COMMITTEE MEETING**

WEDNESDAY, FEBRUARY 6., 2008 – 5:00 P.M.
Central Office Conference Room

MINUTES

DRAFT

1. CALL TO ORDER

Mr. Kinsall called the meeting to order at 5:18 p.m.

FOR THE BOARD:

**Elaine Maynard-Adams
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
Valerie Tamano, Administrative Aide
Tommy Thompson, Assistant Principal, BDJMS**

2. COMMENTS FROM PERSONS ATTENDING THE MEETING

None.

3. READING AND APPROVAL OF CONSENT AGENDA

Motion by Mr. Pearce, seconded by Mr. Kinsall,
that the following items, as set forth on the Consent Agenda for the Public
Relations Committee meeting of February 6, 2008, be approved or received for
the record, unless removed by a committee member.

Motion carried, 3 - 0

3.1. APPROVAL OF MINUTES

None.

3.2. ACTION ITEMS

3.2.a. HOW TO MOBILIZE PARENTS

Motion by Mr. Kinsall, seconded by Ms. Adams,
that the committee continue its discussion on how to mobilize parents.

Motion carried, 3 - 0

The committee referenced the list of suggestions that were made at the October 3rd meeting to get more parents involved in the schools, and added the following to the list:

- Harness the energy of those parents who are involved
- We need to do a better job of communicating with the parents at the building level in terms of what is taking place in the schools
- Utilize e-mail as a means of communicating with the parents
- Invite parents to the classroom and to shadow their child for the day so that they see first hand what is taking place in their child's classroom
- Many parents drop off and pick up their children at school and what they see at those times constitutes their perception of the school. Our schools need to ensure that when students enter the school in the morning and when they are dismissed at the end of the day there is a process in place so that it is seen as an orderly process by parents.
- It is often the same core group of parents who are willing to help out in the schools, therefore it is important to divide up and shift responsibilities so that these parents have a variety of duties.
- Poor parental participation is not unique to New London. It is a national problem that comes up every year at the National PTO Conference.
- It was suggested that we initially ask parents to get involved with something small that does not take much time.
- Utilizing Channel 21 and our website to show films of teachers in the classroom or perhaps doing short clips of students accompanied by an advertisement that parents are needed may be a powerful tool to recruit parents.
- Hosting more small-scale events in the schools

The discussion of this item will continue at the next meeting.

3.2.b. SUB-COMMITTEE REPORTS

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

Motion carried, 3 - 0

- Frequently Asked Questions:

Mr. Pearce, Ms. Dallas and Mr. Thompson provided the committee with a list of proposed Frequently Asked Questions, along with sample FAQs and other information that would be useful to parents from other websites. It was suggested that the following be added to the list:

- Questions parents would ask about their child's academic work.

It was noted that at NLHS parents can establish a secure password in order to log onto MYGRADEBOOK and see how their student is doing academically. This may be made available to other grade levels in the future.

- How can a parent help their child do better on the CMT
- How to address a child's fears about transitioning from elementary to middle school or from middle school to high school.

Solomon Hardy can assist with putting together a recruitment piece to air on our website and Channel 21.

Jeff Ayers will assist with putting together a bilingual video.

- New Public Access Talk Show

Mr. Kinsall and Dr. Clouet stated that their new talk show, P.S. News New London, has been airing since January.

- Website Review

Ms. Tamano advised the committee that she will be meeting with a professional web designer next week to get her input on how to make our website more user friendly and eye catching. She will provide a report at the next meeting.

- Display Ad Initiative

A new chair will be assigned to this ad hoc committee.

3.2.c. PARENT FORUM

It was noted that the November 29th Parent Forum was a success and committee members were reminded about the February 7th Arts & Science Community Forum.

3.2.d. ALUMNI

Due to time constraints, “How can we solicit the assistance of NLPS Alumni to support the efforts of our district” was tabled.

3.2.e. ALUMNI DIRECTORY

Dr. Clouet shared with the committee the new NLHS Alumni Directory.

3.2.f. ITEMS FOR THE NEXT MEETING AGENDA

- Continue the discussion of mobilizing parents
- Sub-committee Reports
- How to solicit the assistance of NLPS Alumni to support the efforts of our district
- Putting our budget on the website
- FAQs on the Magnet School Plan

4. ADJOURNMENT

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

Motion carried, 3 - 0

The meeting was adjourned at 6:15 p.m.

Respectfully submitted,

Valerie A. Tamano
Administrative Aide

The next meeting will be held on

March 5th at 5 p.m.