

Board of Education  
Communications Sub Committee  
January 13, 2022  
BOE Conference Room  
3 Primrose Street  
Newtown, CT 06470  
1:00 PM

Minutes of the meeting in the BOE Conference Room at 3 Primrose Street

Present: Don Ramsey, Chair  
Dan Cruson  
Janet Kuzma  
Lorrie Rodrigue

1. Call to Order  
Mr. Ramsey called the meeting to order at 1:00PM
2. Public Participation  
Though one person attended from the public, there was no public participation
3. New Business
  - Approval of the Minutes for November 1, 2021  
Motion made to approve by Mr. Ramsey and seconded by Mr. Cruson
  - Members in attendance reviewed possible entries for the January/February Newsletter and it was agreed upon that "A Closer Look" would feature Anne Uberti and Frank Purcaro. Discussion ensued with Mr. Cruson suggesting that the budget process and curriculum implications should be included. Dr. Rodrigue concurred with the addition that there should be a "philosophical look at the curriculum" for increased public understanding. Both Mr. Cruson and Dr. Rodrigue cited the need for proper balance between length of articles and content related to BOE happenings as well as highlighting school and staff happenings in the district. Mr. Ramsey suggested advantages to highlighting staff and programs by name to increase public awareness via various stakeholders, communication across the schools, as well as motivational incentives for staff and students. Mr. Ramsey also suggested that Board Liaisons could reach out to their respective schools for article ideas.
  - While entertaining ideas for future newsletters, Mr. Ramsey called upon Ms. Kuzma and Mr. Cruson to go over ideas for the newsletter format and program. Ms. Kuzma suggested the "SMORES" PDF program with greater alignment to various PTA Newsletter style with more graphics and the possibility of photos. Mr. Cruson reviewed the existing program and inquired about "licensing" requirements if we switch over to the SMORES format. Dr. Rodrigue indicated that it was likely the

district license agreement would cover use of the format for the BOE Newsletter. Mr. Cruson also mentioned caution about permission for student and/or staff photos before publishing. The discussion then moved to the district web site with Mr. Ramsey expressing that the website was attractive with color and photos of schools. Mr. Cruson and Dr. Rodrigue acknowledged some “navigation” issues with the website and it was agreed upon by all in attendance that Carmella Amodeo and Dennis Colclough will be invited to our next Communications Sub Committee Meeting for review.

- It was agreed upon by all in attendance that meetings of the Communications Sub Committee should take place the first Monday of the Month for the year 2022.

4. Public Participation

None

5. Adjournment

Motion made by Mr. Ramsey and seconded by Mr. Cruson. The meeting adjourned at 2:15 PM.

Respectfully submitted,

Donald H. Ramsey, Chair