



*Preparing Independent and Collaborative learners Empowered to embrace the future*

## **BOE Public Relations Subcommittee Meeting**

### **Minutes**

March 20, 2017 5:30 PM

Board Meeting Room - Joel School

137-B Glenwood Road

Clinton, CT 06413

### **1. Opening Exercises**

#### **A. Roll call**

Board of Education Members Present: Annaliese Spaziano, Lois Ruggiero, Erica Gelven, Sandy Luke.

Also Present: Superintendent O'Donnell, Assistant Superintendent Famiglietti, PTA Vice President Laura Colebank

#### **B. Pledge of Allegiance**

Board Chair Spaziano led participants in the Pledge of Allegiance.

### **2. Discussion**

#### **A. Communication Strategies related to Budget**

Superintendent O'Donnell shared a document summarizing the Board of Finance approval of the Board of Education's budget proposal for the 2017-2018 school year. Superintendent O'Donnell also shared a public relations plan to inform citizens of the budget proposal. Subcommittee discussed creating both a one-page print flyer and a series of video clips to explain budget drivers as well as the timing of creation and distribution of these materials.

#### **B. Legislative Advocacy Plans related to ECS Funding**

Superintendent O'Donnell and Board Chair Spaziano described legislative advocacy plans related to ECS Funding. They discussed their efforts, along with the efforts of First Selectman Farmer in inviting local State Representatives to a meeting to describe the possible effects of the Governor's education budget proposal.

#### **C. Newsletter - draft**

Subcommittee discussed format of next newsletter which will be a one -page communication regarding the 2017-2018 budget.

### **3. Adjournment**

The meeting adjourned at 7:00 PM.

Respectfully submitted by  
Marco Famiglietti, Assistant Superintendent of Schools