



Public Relations Subcommittee Special Meeting

Monday, March 14, 2022 5:30 PM

Board Meeting Room
Administrative Offices
137 B Glenwood Road
Clinton, CT 06413

Purpose of the Public Relations Subcommittee: Develops communication strategies and the interactions and interface between the district and its stakeholders.

Attendance Taken at 5:30 PM.

Jason Adler: Present
Erica Gelven: Present
Jack Scherban: Present
Catherine Staunton: Present

1. Opening Exercises

A. Roll call

Also in attendance was Superintendent M. O'Donnell and Assistant Superintendent M. Famiglietti.

B. Pledge of Allegiance

All stood for the pledge of allegiance.

2. Discussion re: Budget Communication

The subcommittee discussed the development of a summary communication regarding the public hearing and referendum dates for the 2022-2023 budget. Areas discussed included providing the numbers and percent increase for the three components of the budget. Also discussed was to highlight investments in our programming and student mental health support, and how grants are being utilized effectively for this purpose. In addition, the subcommittee discussed highlighting cost containment efforts, per-pupil expenditures as compared to neighbors, and an explanation of capital funding and why there is an increase this year due to the adjustments made by the Town Council last year. Superintendent O'Donnell will prepare the communication document draft and it will be sent to the school community and published on the website at the end of March prior to the Public Hearing.

3. Review of 2022-23 Professional Development Days

M. O'Donnell reviewed the Professional Development days as established in the approved 2023-2024 calendar. She highlighted the Professional Development day scheduled in February prior to the long weekend and the potential to move this scheduled date. The subcommittee discussed the pros and cons of the scheduled date and reviewed alternatives. M. O'Donnell will have further discussion with the Education Association and administrators and if a change is decided upon, the calendar will be brought back to the full Board of Education for a vote.

4.Rebranding Update & Next Steps

M. Famiglietti provided an update to the subcommittee members on the success of the rollout of our new Husky mascots and branding. He discussed next steps for exploring additional signage. Also discussed was the need to unify and update handbooks and other school and district documents with new logos and updated formatting.

5.General Discussion

6.Adjournment

Meeting adjourned at 7:03 p.m.

Respectfully Submitted by M. O'Donnell