



## **Public Relations Subcommittee Special Meeting**

Monday, November 1, 2021 5:30 PM

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

Attendance Taken at 5:33 PM.

Catherine Staunton: Present

Erica Gelven: Present

Jason Adler: Present

### **1. Opening Exercises**

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

Also present were Superintendent O'Donnell and Assistant Superintendent Famiglietti

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

All participants stood and recited the Pledge of Allegiance.

### **2. 2022-23 Calendar Review and Discussion**

Superintendent O'Donnell shared a draft of the 2022-2023 school year calendar. She also shared the LEARN regional calendar for the same year. The subcommittee examined the number of vacation days for the December holiday break and considered either December 23 or January 2 as a vacation day. The subcommittee chose December 23rd as the day to be considered as a vacation day to be added to the December holiday break. Superintendent O'Donnell stated that there is still regional discussion among school districts regarding the week to be taken for April break. The subcommittee decided to keep the February break as shown for the 2022-23 school year. Superintendent O'Donnell stated she would gather information from other school districts in the region and report back to the Board.

### **3. Branding Initiative Update**

Superintendent O'Donnell gave the subcommittee an update on the branding initiative. New signage has been purchased for the central office and Eliot Middle School, as well as the maintenance trucks. The subcommittee discussed some public concerns regarding The Morgan School Insignia and the misconception that it isn't part of the new brand guidelines. The superintendent stated that Assistant Superintendent Famiglietti would be reaching out to the Alumni Association to clarify any misunderstandings and to reassure them that the insignia is part of the branding guidelines.

### **4. Strategic Planning Discussion and Brainstorming**

The subcommittee will discuss Strategic Planning concepts at the next meeting.

## **5. Board of Education Newsletter Discussion**

Superintendent O'Donnell led a discussion regarding Board of Education newsletter topics and timing. She stated that she would be working on a schedule for potential Board of Education newsletters. She shared some topics for consideration for the next newsletter. The subcommittee also discussed recent news articles about the school district and ways to respond to negative perceptions about the district being portrayed on social media and electronic news outlets.

## **6. General Discussion**

## **7. Adjournment**

The meeting adjourned at 6:45 PM.

Respectfully submitted by M. Famiglietti