



## Board of Education School and Community Relations Committee

### *Minutes*

February 27, 2024

Time 4:00 – 5:00 p.m.

Board of Education Room

**Present:** Ms. Sullivan-Nunes, Ms. Lucasey (ex-officio), Mr. Wood, Ms. Hausman, Ms. Klebanoff, Mr. Ridley, and Mr. Slentz

*The meeting convened at 4:05 p.m.*

#### 1. Framing the work

Committee

- a. Review and approval of agenda

*Committee members approved the agenda*

#### 2. Updates and Recommendations

Administration

- a. *The Eagle Eye* first edition data

*Ms. Hausman reviewed the data on open rates and interaction with the first edition of The Eagle Eye compared to the fall and budget newsletter. The administration will explore ways to access additional data on our communications including the amount of time users spend interacting with our documents that can inform improvements and/or other steps that we might consider.*

- b. 2024-25 District Calendar status

*Mr. Slentz reviewed the draft 2024-25 calendar with the committee noting the increase in inclusivity of additional religious holidays and observations and the possibility of a full two-week break during the winter holidays. The administrative council and the DFUT leadership are currently reviewing the draft and Mr. Slentz anticipates recommending the calendar for adoption at the March 5 Board of Education meeting.*

- c. Strategic Planning for Public Relations and Communications

*The committee discussed districtwide community relations including communications, feedback, parent engagement, and public participation in school activities as data points on which to draw conclusions and generate actions. Administration anticipates developing and administering a survey of staff, families, and community members in the spring to get a better sense of the level of satisfaction with our public relations efforts. Based on this data, the committee will consider developing a public relations plan including strategies, goals, and outcomes.*

#### 5. Agreed Upon Next Steps

Committee

- a. *Explore additional data analytics for our communications*
- b. *Develop and administer a survey of staff, families and the community regarding public relations efforts by the District including the development of The Eagle Eye news document.*

6. **Next meeting Date**
  - a. March 19, 2024

*Committee*

7. **Adjourn**  
*The meeting adjourned at 4:57 p.m.*

*Committee*