



Torrington Board of Education

SUSAN M. LUBOMSKI
ASSISTANT SUPERINTENDENT

DENISE L. CLEMONS
SUPERINTENDENT

School Improvement Committee
Wednesday, December 7, 2016
7:00PM
355 Migeon Avenue
Minutes

Board Members: Jessica Richardson (chair), Jim Lamoin, Armand Maniccia
Other Board Members: Ellen Hoehne
Administration: Sue Lubomski

1. Call to Order-7:22PM
2. Roll Call
3. Approval of agenda-Motion to approve Mr. Lamoin and Mr. Maniccia. All in Favor.
4. Approval of Minutes- Amendment to November 2, 2016 Minutes: add Mrs. Hoehne as present at the meeting. Motion to approve Mr. Lamoin and Mr. Maniccia. All in Favor as amended.
5. SGC Report, Mr. Lamoin:
 - a. THS Bathroom repairs-Mr. Bascetta is working on new quotes; CSI-anonymous student reporting back in place
 - b. NEASC-all teachers are involved, several in leadership positions; SGC had input into establishing the values; Staff is using the NEASC rubrics for assessment, including the physical plant; the faculty will assess whether or not they are meeting the goals; Visit: October 1-4, 2017
 - c. Discussion about social media: Who is filtering the information that is shared, and how are they sharing this information? Twitter, Raider Times, etc.?
Next Meeting: Ms. Lubomski to share this information. Also, she will send out a reminder as per the district social media policy that no teacher should be communicating with students through SnapChat or Instagram. The Social Media policy will be re-sent to all staff and administration.
 - d. January 9th: next SGC Committee meeting-5:30-6:30PM, and Ad Hoc Marketing Committee meeting: 5:00-5:30PM.
6. Sustainable marketing communication strategy:
 - a. Discussion: the need for a PR person vs site stipend positions? Possible collaboration with the City and their marketing plan. Possible collaboration with the city on a website.

- b. Marketing Committee-SGC discussion about developing an Ad Hoc Committee with the goal of promoting the positive. Bill Battle's local TV show will promote the high school as well, especially students who are succeeding: Honor students, etc.; Local newspapers need to print more positive news; Ms. Richardson wants to pursue further discussion and possible collaboration with the SGC.
 - c. Need to establish an update of the website vision, suggestions from SIC of what is necessary:
 - i. Easy to navigate,
 - ii. Provide basic info,
 - iii. Mobile friendly;
 - iv. Template easy to use and seamless transition;
 - v. Clarify communication strategy and needs;
 - vi. Cost comparison of Finals site per month or other possible webhosts
 - vii. Cost of a PR person (\$60,000?) vs a webmaster (\$50,000?)
7. Marketing communications: Discussion of possible Action Plan ideas:
- a. School Store at THS or find a local store/business (Warner, Target, Nutmeg, Walmart, etc.) to sell TPS sports apparel and memorabilia; sell apparel at sporting events, etc. to increase school spirit.
 - b. Result of Manchester Public Schools contact, examples of their communication:
 - i. Twitter-sites and district; twitter-daily news
 - ii. Apps
 - iii. MPS Communications Coordinator was a former reporter for the Miami Herald. He is the Director of Attendance and Communication. He works 60 hours a week on communication; *Humans of Manchester* features students, staff, or community members through a FB page. There is an art gallery of all the pictures.
 - 1. Through the communications director application process, have each candidate make a 30 minute plan in their interview. Create a project on the spot.
 - 2. Develop Twitter at every site. Picture and submit.
 - 3. Create a website and a webmaster.
 - 4. Develop marketing and communications.
 - 5. Start to develop multi-function internal technology system, including a webmaster, PR person/marketing person, and a webhosting company who could establish a seamless transition from the current Finals site website.
8. Creation of Curriculum Committee, including a Board Member Liaison. Committee may include: an elementary and secondary administrator, literacy and numeracy coaches, secondary teacher coordinators, the assistant superintendent and the board member. Mr. Maniccia would be willing to be the board representative. The format of the committee will be clarified at the next meeting.
9. Comments for the Good of the order-Mr. Maniccia felt it was a productive meeting with exciting possibilities.
10. Topics for Future meetings-
- a. Inventory of social media and communication at sites
 - b. Curriculum format

- c. Information systems and how to proceed
11. Adjournment- Motion to approve Mr. Lamoin and Mr. Maniccia. All in Favor. Meeting adjourned at 8:57PM