



Torrington Board of Education

SUSAN LUBOMSKI
ASSISTANT SUPERINTENDENT

MARK L. WINZLER
INTERIM SUPERINTENDENT

School Improvement and Community Relations Committee Regular Meeting Wednesday, September 7, 2016 355 Migeon Avenue

MINUTES

Members Present: Jessica Richardson, Committee Chair; Jim Lamoin

Also Present: Board of Education: Daniel Thibault, Ellen Hoehne

Administration: Susan M. Lubomski, Assistant Superintendent, Lynda Reitman, Acting THS Principal

1. Ms. Richardson called the meeting to order at 6:00 p.m.
2. Roll call was taken.
3. Mr. Lamoin made a motion to approve the agenda. Ms. Richardson seconded the motion. All in favor.
4. Discussion and approval of minutes
Mr. Lamoin motioned to approve the minutes of July 6, 2016 amending them to include Mr. Thibault in roll call and adding the year to the heading. Ms. Richardson seconded the motion. All in favor.
5. Public/ Staff Participation
Ms. Reitman shared that parent night was very successful as was 9th grade orientation. They did it differently, it was interactive and involved a scavenger hunt. Students were finding their classes rather than sitting and listening to presentations. THS looks better. The painting and blinds are new.
6. Informational sharing
 - a. NEASC Update-Ms. Reitman, Mr. Marchand and Ms. Rowland
 - i. Co-Chairs: NEASC has a different process. What was a 2 year process is now packed into one year.
 - ii. The visit is scheduled for October 1-4, 2017
 - iii. They have established committee and standards chairs

- iv. Every staff member has a job
 - v. Use of PLC-time to organize, find evidence and analyze the data to see if they align with the standards. They are identifying strengths and areas of need. All evidence is voted on by the full staff and that becomes the self-study that is forwarded to the visiting committee.
 - vi. The committee will visit with students, staff, parents, board members, and central office staff.
 - vii. Ms. Reitman feels this is a good time for the NEASC to happen. It will help the high school figure out where to focus their work.
 - viii. The 2017-2018 budget will have to include the NEASC visit.
 - ix. NEASC Update: January Meeting.
 - b. School Governance Report- No meeting held, next meeting September 12th.
7. New Business
- a. Action Plan aligns with Board Goal #1: Create a sustainable marketing and communication strategy for TPS.

Ms. Richardson clarified that the goal is to have concrete steps that would be presented to the full board.

- i. Public Relations Specialist-Non-union position. By October, the committee would like an outline for the job description; part of the job could be to connect any staff member who might be teaching a club or class that may contribute to public relations information.
Possible new position 2017-2018
Possible stipend vs a separate position
- ii. Website redesign-Discuss in October-Cost and Templates, Mr. Domanico to contact Finals site. Webmaster position may involve
 - 1. Press Releases
 - 2. Networking and communicating
 - 3. Social Media
 - 4. Student of the Month
 - 5. Surveys to families
- iii. Budget for marketing initiatives-November-December
 - 1. Budget 2017-2018: other marketing cost after decide Steps 1 & 2
- iv. Sustainable plan for reaching out to 8th graders
 - 1. SGC-scheduling workshops bringing 7th and 8th graders to visit THS. –October
 - 2. Report to SIC on Progress-November
 - 3. Survey of 8th graders as to why they are leaving.
 - 4. Direct mailing/Tours/Shadowing are all ways to reach out to families
- v. Sustainable plan for adults and general community to become involved. – December, Step 4 must be addressed first. Include Real Estate agents. Use

the NESDEC brochure as a guide for a public relations template. Plan an Open House for non-parents, schedule more parents' nights, analyze different groups and what their perceptions are

8. Comments for the Good of the Order: none
9. Topics for Future Meetings
 - a. New Course Proposals- Ms. Reitman to bring to November meeting
 - b. BOE Action Plan
10. Next meeting: October 5th, 7:00p.m.
11. Mr. LaMoin made a motion to adjourn. Ms. Richardson seconded the motion. All in favor. Meeting was adjourned at 6:59 p.m.