

2025-2026 Communications/Community Relations Committee

(CRC)

Virtual Meeting on December 29th, 3:40PM
(A technical glitch caused the meeting to begin 10 minutes late.)

Present: Pamela Jarvis, Catherine Winburn and Nancy Hegy Martin

Meeting Focus: Developing a Preliminary Media Plan

Discussed:

Appointment of Committee Chair: it was agreed that NHM would take on that role due to time on BOE and communications/marketing experience.

There was a “round robin” discussion of how to proceed, and to present that to the Board at the 1/12/2026 meeting.

Next steps:

- Identify two to three goals for committee to focus on:
 - Transparent monthly communiques to public based on content of Board meetings
 - Social media & website – Committee is in communication with Jill Pace. School is hoping new website will launch mid-January
- Clarify process with the Board for developing and issuing communiques:
 - Content, e.g., at end of each board meeting, pick highlights
 - The writing style: clear, concise, user-friendly
 - Selection of vehicles for distribution, e.g., selectman’s newsletter; website; local newspapers
 - Procedural questions:
 - Approval of written communiques, given timing constraints
 - Signature: Community Relations Committee (CRC)
 - Ask Board to give CRC authority to proceed with distributing to the public