

# SHARON BOARD OF EDUCATION

2025-2026 Communications and Community Relations Committee

Notes from 12/8/2025 Meeting

Meeting Focus: To Brainstorm the Board's Needs and  
Begin Developing a Preliminary Media Plan

- To promote what's good in Sharon Center School (SCS)
- List of options available to BOE, and the CCR Committee, with their audience:
  - Monthly Newsletter "The Nest" Parents
  - Monthly Selectman's Newsletter Community
  - Regional Newsletter Both
  - Letters to the Editor in Lakeville Journal Community
  - Space in local Websites:
    - School website Parents & Children
    - Possibly list events on Town website Community
- Meet with SCS staff (Jill) to learn more about where and how school promotes itself - their media plan:
  - Facebook - public and private?
  - Instagram
  - Website
  - Communications & mailings?
  - Tour of the new website
- Creation of:
  - BOE Newsletter - short and succinct - audience is the community
  - Budget FAQ
  - A story on the different ways SCS & Region 1 help teachers improve the quality of instruction.
- Not Discussed:
  - How to do what we want to do?