

**FRAMINGHAM SCHOOL COMMITTEE  
COMMUNICATIONS SUBCOMMITTEE  
CITY HALL, CONFERENCE ROOM 2  
December 12, 2018 5:30 p.m.  
OPEN MEETING MINUTES**

MEETING CALLED BY: Adam Freudberg

MEMBERS PRESENT: Scott Wadland, Adam Freudberg, Geoff Epstein

MEMBERS ABSENT: Tracey Bryant

ALSO PRESENT: Rochelle Santos, Media & Communications Manager, Framingham Public Schools

**1. Call to Order**

Adam Freudberg called the meeting to order at 5:36 p.m.

**2. Prepare for Media & Communications Presentation Scheduled for an Upcoming School Committee Meeting**

Ms. Santos discussed her plan for the January 2, 2019 presentation to the School Committee

- Ties to FPS Strategic Plan
- Review of why this role was deemed necessary, her on boarding and accomplishments, such as meeting with Principals and staff to understand needs and requirements, social media statistics, translation improvements
- Add metrics and statistics such as the ad value equivalent
- FY20 Media and Communications Budget
  - Currently using Technology Budget for Archive Social, Meltwater tool for media monitoring and list distribution
  - Discussion occurred on Ms. Santos' plan to ramp up proactive communications efforts, and develop a budget for what it would take to do more in 2019 and beyond

Members gave feedback on how to prepare long slides for the meeting packet for members and public to read, and choose top ones for the 7-10 minute presentation.

Mr. Epstein asked if there was close coordination with the FPS Technology Department, and Ms. Santos confirmed there is.

Mr. Freudberg asked if there was a way to use Blackboard to text parent/guardians with updates on bus arrival and departure times so families have more certainty. Mr. Wadland discussed the need to provide support to the staff handling other aspects of transportation. Mr. Epstein discussed ways to make the transportation communications process stronger. Ms. Santos confirmed a pilot program was in the works to test and eventually offer this in an attempt to improve communication and customer service. Work is ongoing to ensure FPS has the right data for distributions, and a well thought out and tested plan to start testing a process in 2019 with a goal of being in place district wide later in the year.

Mr. Wadland mentioned a future effort should look at policies surrounding FPS staff communications to students to make sure FPS email accounts and not personal email accounts are used by both staff and students.

Mr. Epstein asked how we continue to promote the Fuller Building Project through multiple forms of communications. Mr. Freudberg suggested FPS in partnership with the School Building Committee continue the transparent efforts to report on consistent progress of Fuller Building Project construction now that the funding has been approved.

### **3. Prepare for Discussion on Subcommittee Structure Scheduled for an Upcoming School Committee Meeting**

Feedback came that it would be useful to keep the Subcommittee active in 2019, and not dissolve it since it is a temporary subcommittee. Ms. Santos' role is still new, so the Media & Communications Office having extra conversations and oversight was deemed as a positive to benefit all. Aim to have meetings every 2-3 months.

### **4. Approval of Minutes from June 28, 2018**

Motion to Approve: Scott Wadland

Second: Geoff Epstein

Approved 3-0

### **5. Adjourn**

Motion to Adjourn: Geoff Epstein

Second: Scott Wadland

Approved 3-0

### **Meeting Documents:**

1. Minutes from June 28, 2018

*These minutes were approved at a meeting of the Communications Subcommittee on March 19, 2019*

*These minutes were sent to the City of Framingham for posting on March 21, 2019*