



**FRAMINGHAM SCHOOL COMMITTEE
COMMUNICATIONS SUBCOMMITTEE
CITY HALL - CONFERENCE ROOM 1**

March 15, 2018 6:00pm

OPEN MEETING MINUTES

MEETING CALLED BY: Adam Freudberg

MEMBERS PRESENT: Scott Wadland, Adam Freudberg, Geoffrey Epstein, Tracey Bryant
(arrived at 6:13)

ALSO PRESENT: Dr. Robert Tremblay, Superintendent; Rochelle Santos, FPS Media & Communications Manager; Adam Steiner, City Councilor (District 3) and Chair of the City Council's Education Subcommittee

1. Call to Order

- Adam Freudberg, called the meeting to order at 6:02 PM and reviewed the agenda
- The new FPS Media & Communications Manager Rochelle Santos begun working at the Central Office this week. She reports to Dr. Tremblay and also supports School Committee communication efforts. She introduced herself, reviewed her extensive background in communications and social media, and expressed her excitement for having the opportunity to support the Framingham Public Schools. She sees her role as helping with media inquiries, but also promoting achievements by FPS staff and students, as well as supporting principals and administrators with best practices to communicate with families.

2. Review Subcommittee Scope Recommended by the School Committee's Temporary Subcommittee on Rules and Administration (approved 1/23/18)

- The description in the report was deemed appropriate and relevant and there were no suggested changes.

3. Member Feedback on the 2015 Task Force Report on Communications & Brainstorming Opportunities for Improved Communications

a) Adam Freudberg:

- All elementary schools have different ways to communicate. While this approach is not necessarily a problem, we believe it is worth looking into ways to share best practices and ensure all families are getting a similar level of offerings.
- Confusion with recent snow day rollout plans. Art show cancellation call was an example cited that could have been done together with the snow day message.
- See, Click, Fix type technology worth exploring.
- Pleased a Communications person like Rochelle is finally in place, as the report recommended it three years ago.
- Website needs complete revamp to be more user friendly. Documents from previous Superintendent still online.

b) Scott Wadland:

- Need templates to streamline communications.
- Canvas tool needs more professional development support and administration guidance to teachers so it's used consistently. Gave example how as a parent it has been used inconsistently between teachers. May be a topic for meetings with the FTA and principals.
- Idea to create a welcome book for new FPS parents/guardians.

c) Geoffrey Epstein:

- Noted he served as a member of this Task Force and was frustrated in the past much of the report wasn't reviewed. Very pleased now with Rochelle's hiring and Dr. Tremblay's strong focus on improving communications.
- Need to ramp up communications to educate the public about the need to rebuild Fuller Middle School and secure tens of millions of state support.
- Strengthen PTOs so there is a network advocating and communicating in a much more coordinated way than in the past.
- Mentioned Family Survey from 2014-2015 which should be looked at in order to potentially do again in some form to give FPS and the School Committee recent data.

d) Tracey Bryant:

- We need to review our practices and communications on disciplinary actions to make sure parents, guardians, and students are treated fairly, and understand the exact rules and policies.

- Spoke in favor of additional efforts to engage with parents/guardians and is pleased Rochelle is focusing her role in that area too.
- e) Dr. Robert Tremblay:
- 2015 report is still relevant. Indicated he reviewed it upon being named Superintendent and it helped him craft the job description for Rochelle's position.
 - Website needs reforms as previously discussed.
 - Potential to have more surveys so we get the best timely data to make decisions off of.
 - Opportunity to partner with the MA Department of Elementary and Secondary Education on their Leading the Nation media campaign.
 - We must do more to support student stress, anxiety, and mental health. We are exploring multiple ideas in partnership with Mayor Spicer and the City Department of Public Health.
 - Great feedback on recent snow day timing, to give the community an answer the night before versus early am, whenever possible.

4. Next Steps and Goal Setting

- Adam Freudberg brought up the needs to coordinate on a communications plan for the School Committee's FY19 budget. Indicated these plans are less about media, as they will cover it, but in his opinion, more about getting the facts out to the PTOs and FPS community so they are aware of all of the great work and how transparent the budget process was.
- Geoffrey Epstein brought up the need to use Google Analytics, as well as the need to create consistency on school websites by providing templates and support to school personnel who manage them.
- Dr. Tremblay departed for another commitment at 6:38 p.m.
- Tracey Bryant brought up the need to improve website accessibility as the search functions and others toolbars are inconsistent. Also expressed her views that we must create training sessions for parents to learn how to use the chromebooks and other technology their children use.
- Tracey Bryant also discussed Friday folders and the need to ensure equity in how they are distributed, giving an example of divorced parents not getting the same information.
- Tracey Bryant understands and supports the goal to reduce paper copies, yet balance that with the understanding people should get to pick their preferred method as all don't have internet access or are comfortable with it.
- Councilor Adam Steiner discussed his background as a technology educator and FPS parent. Offered unique insight on the need to provide all teachers with their own

individual website to support their students, while providing parents/guardians with all necessary information. Also expressed the goal to revisit the discussion Town Meeting once had which is to have 1:1 laptops/chromebooks. Expressed he is ready and willing to work with us on joint City Council and School Committee/FPS efforts. One near term idea is expanding WiFi access all across the City.

- Members discussed goal setting and that they would think of ideas to bring to a future Subcommittee session, or to the full School Committee at an upcoming goal setting meeting.

5. Adjourn

Motion: To adjourn

Moved: Scott Wadland

Second: Tracey Bryant

Vote: 4-0

Meeting Adjourned at 6:59 p.m.

Meeting Documents:

1. Rules and Administration Report by the School Committee 1/23/18
2. 2015 Task Force Report on Communications and Public Relations

These minutes were approved at a meeting of the Communications Subcommittee on June 28, 2018

These minutes were sent to the City of Framingham for posting on July 2, 2018.