

**FRAMINGHAM SCHOOL COMMITTEE  
COMMUNICATIONS SUBCOMMITTEE  
CITY HALL, CONFERENCE ROOM 2  
March 19, 2019 6:00 p.m.  
OPEN MEETING MINUTES**

MEETING CALLED BY: Adam Freudberg

MEMBERS PRESENT: Scott Wadland, Adam Freudberg, Geoff Epstein, Tracey Bryant

MEMBERS ABSENT: None

ALSO PRESENT:

Dr. Robert Tremblay, Superintendent of Schools, Framingham Public Schools

Mr. Lincoln Lynch, Director of Finance and Operations, Framingham Public Schools

Ms. Rochelle Santos, Media & Communications Manager, Framingham Public Schools

**1. Call to Order**

Adam Freudberg called the meeting to order at 6:07 p.m.

**2. Public Comment**

None

**3. FY20 Budget Stakeholder Engagement and Communications Plan**

Mr. Freudberg mentioned that a FPS press release is scheduled to be issued after the April 3rd budget vote to send School/Committee FPS budget request to the Mayor. He asked members for feedback.

Mr. Epstein said the press release should make the case about the drivers, the need, and reflect ties to strategic plan. He stressed the need to highlight the benefits of expanded elementary school time, and link to Unit A fact sheet.

\*Dr. Tremblay and Ms. Bryant arrived at 6:09 p.m.

Mr. Wadland said that City Council engagement is key after the budget is sent to the Mayor.

Mr. Epstein said that all members can consider working with the Superintendent on District by District outreach to City Councilors. He said he feels a 2.5% increase in taxes is typical across many communities, yet it seems very tough here to reach that level. It may or not be needed, and

would depend on the Mayor's overall budget vision, noting excellence in education is one of her main pillars.

Dr. Tremblay mentioned the series of meetings he has had with City Councilors over the last few months to offer detailed briefings on any education topic of interest to them.

Mr. Freudberg asked if it was worth having a school by school strategy when it comes to budget engagements with PTOs and other stakeholders? Dr. Tremblay said it is likely tough to message that one. Progress for the administration may or may not be viewed as best for all individual schedules due to added 15 minutes. Dr. Tremblay suggested all messaging be focused on what is best for the kids and community.

Ms. Santos then discussed other ways to educate community on city budget process and FPS budget proposal. Videos, Blackboard, Smore, website posts were discussed as options. Translations would occur. The timeline to plan for these kinds of messages were discussed, and she said she would pursue a video message from the Superintendent on what the budget's focus is on.

Ms. Bryant asked to describe impacts of school times changing to afterschool programs. Dr. Tremblay said his senior team was working on a new schedule to notify the community about before the end of the school year. She also suggested to promote the benefits of the alignment to curriculum and kids being in school longer.

Mr. Lynch said to not over promise in the video by using specific statistics in case the budget is reduced later on in the process.

Ms. Bryant said she felt we need to have a balance between pushing the City Council hard and providing facts, while showing our long-term commitment to new programs outlined in the budget. She also said the district should be prepared to discuss scenarios on what would be recommended to be cut if it comes to that.

#### **4. Panorama Survey**

Ms. Santos reviewed the slides and discussed the March 5th event to promote the 2019 Panorama Survey. Only 8.4% of parents/guardians have taken the survey so there is more outreach do there to encourage replies before it closes. Mr. Wadland suggested using PTOs and schools to distribute the survey in an attempt to get more replies. 52.8% of staff and 25.2% of students have replied to one, and 24.4% of students to another have replied to date.

#### **5. Media and Communications FY20 Budget**

Ms. Santos reviewed the \$54,105 proposed as part of the Media and Communications Budget request outlined on pages 65-68 of the Draft FY20 Budget Book

<https://www.framingham.k12.ma.us/cms/lib/MA01907569/Centricity/Domain/81/2018-2019%20SY%20Meetings/03.20.19/Fiscal%20Year%202020%20Budget%20Book%20Draft.pdf>

Mr. Epstein asked if the long-term plan includes more staff for the Media and Communications Office. Dr. Tremblay said it is still a new office in the discovery stage. More to come as the office progresses.

Ms. Bryant and Ms. Santos discussed the benefits of interns and ways to streamline processes.

#### **6. Approval of Minutes from December 12, 2018**

Motion to Approve: Mr. Wadland

Second: Ms. Bryant

Approved 4-0

#### **7. Adjourn**

Motion to Adjourn: Mr. Wadland

Second: Ms. Bryant

Approved 4-0

The meeting adjourned at 6:55 p.m.

#### **Meeting Documents:**

1. Minutes from December 12, 2018
2. Budget Press Release from April 2018
3. Panorama Survey Slides from the Media & Communications and Health & Wellness Office
4. Pages 65-68 of the FY20 Draft Budget Book
5. Media and Communications Line Items List

*These minutes were approved at a meeting of the Communications Subcommittee on September 23, 2019*

*These minutes were sent to the City of Framingham for posting on September 24, 2019*