



**FRAMINGHAM SCHOOL COMMITTEE
COMMUNICATIONS SUBCOMMITTEE
FULLER MIDDLE SCHOOL LIBRARY
June 28, 2018 5:30pm
OPEN MEETING MINUTES**

MEETING CALLED BY: Adam Freudberg

MEMBERS PRESENT: Scott Wadland, Adam Freudberg, Geoffrey Epstein

MEMBERS ABSENT: Tracey Bryant

ALSO PRESENT: Rochelle Santos, FPS Media & Communications Manager

1. Call to Order

- Adam Freudberg, called the meeting to order at 5:34 PM and reviewed the agenda

2. Update and Discussion with Media and Communication Manager Rochelle Santos

- Rochelle spent the entire meeting reviewing the PowerPoint she put together for this session and answering questions from members. Highlights include:

Review of Her First Three Months

- Truly enjoying the role and believes today's PowerPoint will show much progress.
- She has focused time on learning the district's translation process so she can support the necessary increase in the amount of future items to be translated.

Crisis Communications Process

- Reported she is meeting with Judy Styer, Director of Health and Wellness and others to refine a crisis communications process for all schools.

- Geoffrey Epstein and Adam Freudberg suggested that Facebook should be a secondary method for people to get information and that ramping up the FPS website is recommended

Social Media Statistics

- Jan-Feb before Rochelle was hired there were 8 tweets reaching 16,928 people. March-April 86 tweets reaching 72,333 people. May-June 25 133 tweets reaching 80,622 people

Website & Emails

- Discussion occurred on how to get information out in the best way, with members suggesting the website be improved and multiple forms of communication continue to be utilized.

Archive Social

- Ask Policy Subcommittee to add Policy BHE-Use of Electronic Messaging by School Committee Members to a future meeting agenda for an initial discussion to ensure compliance with the state's public records law. The policy has already been referred to the Policy Subcommittee by the full School Committee.

Media Exposure

- \$410,636 Ad Value Equivalent. This is the approximate value of how much FPS would have to pay to get this kind of exposure.

Members complimented Rochelle on her comprehensive presentation and efforts to date. They plan to distribute the slides and mention this meeting at the full School Committee's session scheduled for July 18th. Rochelle will continue to engage with the community and FPS staff to ramp up communications. She will present before the full School Committee at a winter 2018 meeting.

3. Approval of Minutes from March 15, 2018

Motion to Approve: Geoffrey Epstein

Second: Scott Wadland

Approved 3-0

4. Adjourn

Motion to Adjourn: Geoffrey Epstein

Second: Scott Wadland

Approved 3-0
Meeting Adjourned at 6:52 p.m.

Meeting Documents:

1. PowerPoint by Rochelle Santos, Media and Communications Manager
2. March 12, 2018 Draft Minutes

These minutes were approved at a meeting of the Communications Subcommittee on December 12, 2018.

These minutes were sent to the City of Framingham for posting on December 13, 2018.