

Present: Deirdre Burns, Deirdre d'Albertis, Laura Schulkind; Steve Jensen, Joe Phelan.

Steve Jensen was asked for **an update on the work that our district tech consultant**, Ed (last name?), has been undertaking with the website (for instance, working with the Athletic Director to automate schedules). Steve plans to gather specific data on website usage/mobile use of the site. Ed has been building in various forms of meta-data collection; Steve plans to follow up with him to make a full report at our next meeting.

Questions about the details of Ed's work also caused members of the committee to consider the value of entering into a sustainable relationship over time with professionals who are not full-time employees of the district. The customized approach to our website (as opposed to purchasing a standard "out of the box" product with particular kinds of support) has worked well. Even so, it behooves the District to talk about what a mid- and long-range relationship might look like with an independent consultant, with plans in place for all contingencies. Formalizing such a relationship with a contract and clear exit strategy for all parties seems advisable.

Members of the committee wondered **how often "Ask the District" is used by visitors to the website**. Joe replied that queries are infrequent. Rather than turn to social media with questions, members of the school community should be encouraged to take advantage of this "hotline" to receive reliable answers to questions as they arise. Joe will tweet reminders about this feature of the website.

"Branding" continues to be an ongoing concern, especially as this is being discussed in CDEP. Members of the committee will reach out to professionals in our community to inquire about best practices when it comes to engaging designers to craft a logo or create a specific "look" for an entire school district. Joe will consult with Marvin as well. As CDEP continues with its mission this year, this group will want to support its vision and efforts.

We returned to planning for **a Community Round Table to discuss projected enrollment trends and a strong future for Rhinebeck's schools**. We have tentatively decided to convene this group **on December 16th at 12:30 PM**. The group discussed the very tight time line for communications around **the proposed referendum vote** (6 weeks). Joe will consult with Tetra Tech about creating a concise project summary (perhaps Garrett can also share materials developed for similar projects). This project is not about splashy new construction: the focus is on **"keeping our children safe, warm, and dry."** Hosting at least one Community Walk-Through Day, as well as posting images from the Building Condition Survey on the website will let voters "see" for themselves what needs updating/repair.

On the horizon:

--**Breakfast with the Board** (for faculty/staff) on November 4th (AM)

--**Coffee with the Board** on November 16th (both AM and PM) with focus on School Start Time feedback and the upcoming Referendum (if approved)

Next Communications Committee Meeting at 8 AM on Thursday, October 27th in the District Offices.

Respectfully submitted,

Deirdre d'Albertis