

Communications Committee  
November 7, 2016  
Minutes

Present: Joe Phelan, Tom Burnell, Steve Jensen, Deirdre d'Albertis, Laura Schulkind, Deirdre Burns

The agenda for this meeting was to review the newsletter and FAQs that will be sent to all district residents about the capital project referendum. Laura did a fantastic job of laying out the newsletter and writing a draft of the board letter and FAQs.

- Laura emphasized the need for consistency in information in the newsletter and on the web site - attention to detail and description.
- Just three or so FAQs in the newsletter. More will be posted on the web site.
- Members caught a few typos and suggested areas for clarification.
- Steve is creating a special link for capital project info on the web site.
- Discussion of piece on "excellence in our district" - expand with info from each school.
- Where are phone #s - is all contact info clear?
- Worked through numbers for tax impact.
- Slider with project info will go up before newsletter goes out
- Joe to get "Save the Dates" info to Rhinebeck Community Forum.
- Laura will rework newsletter with the committee's suggestions and resend- also will get feedback from Garrett and Kristen.
- Timeline: newsletter to be completed in a day or so, then to printer. Joe's goal is to mail to the community 14th/15th.
- Great team effort!

Brief discussion of feedback from Breakfast with the Board.

- Board members heard from CLS staff that buses are routinely late picking up at Chancellor in the afternoons. Joe and Tom are not aware of regular problems in this area and there have been no complaints from parents about children arriving home late (except on a couple of occasions with a substitute driver). They will look into it.

Submitted by Deirdre Burns