

Communication Committee Minutes
March 9, 2017

Present: Deirdre d'Albertis, Laura Schulkind, Steve Jensen, Joe Phelan, Deirdre Burns
Guest: Claudia Cooley, Rhinebeck Area Chamber of Commerce

1. School/Community ties.

Claudia Cooley, Executive Director of the Rhinebeck Area Chamber of Commerce, joined the committee for an informal conversation about strengthening school/business community ties. The District and the local businesses need to understand challenges each face. Need to be sensitive to small business "foundation fatigue," - being asked frequently to make charitable contributions. Be alert to sensitive ways to ask for support (for ex., matching gift certificate requests), promote shopping locally, pursue partnering with local business instead of chain stores. The committee reflected on how the district may be able to encourage this. Comm. shared our idea for an RCSD brochure - this can be a benefit to the whole community. Discussion of district participation in the "State of Rhinebeck" annual dinner. Also shared history of the Rhinebeck Collaboration. The Chamber could perhaps be part of a renewal of that group. The committee expressed great appreciation to Claudia for her time in sharing perspectives and ideas. A very informative and productive meeting.

2. Mobile Site/ADA compliance.

Steve Jensen reports that the transition to a mobile friendly site is complete. Parents will be emailed that the site is up. Email Steve if you see any issues. Re: ADA compliance - teachers have access to a tool to help their individual sites maintain compliance. Steve reports we are doing our due diligence in being compliant.

3. STEM or STEAM.

Joe reported on a discussion with a couple of members of our community who wanted to share ideas about how the district communicates our strengths - not just STEM but also Science, Technology, Engineering, *Arts*, Math - also known as STEAM.

4. RCSD Brochure.

How do we approach developing a brochure? Next meeting we will brainstorm ideas: wording/stories/perspectives - this is what public education looks like.

5. Communication re: budget.

Email our community group reps re: budget workshop and to parents. This committee may have to add an extra meeting after the workshop if we need more communication to the public about the budget - particularly if a decision is made to exceed the tax cap.

Next meeting: Thursday, April 20, 8am. Brochure brainstorming.
Submitted by Deirdre Burns