

**MINUTES OF THE EXTERNAL AND STAKEHOLDER RELATIONS COMMITTEE
MEETING OF THE
RHINEBECK CENTRAL SCHOOL DISTRICT BOARD OF EDUCATION
HELD ON SEPTEMBER 2, 2020**

A meeting of the External and Stakeholder Relations Committee (the “Committee,” the members of which are referred to as “Committee Members”) of the Rhinebeck Central School District Board of Education (the “Board”) was held on September 2, 2020 (the “Meeting”) at the District Office.

Present at the Meeting were Megan Barbera, Albert Cousins, Jacqueline Raccuia, and Matthew Van Wormer, constituting all of the Committee Members.

Mr. Cousins greeted all in attendance and called the Meeting to order at approximately 5:00 p.m.

Mr. Cousins began by explaining that the vision for the Committee is to foster positive and productive relationships among the Board, various groups in the schools (*e.g.*, the teachers), and the community. He also explained that the Committee will develop protocols with respect to interacting with community partners, such as Rhinebeck Science Foundation, among others.

The Committee discussed the work done by the former Communications Committee, including progress made on the development of a brochure as well as discussions around honoring or acknowledging members from the community who had made donations or otherwise made significant contributions to the District during the year.

Mr. Cousins noted the importance of improving communications between the District and the community with the goal of engaging with all families. The Committee Members noted that the recent creation of a singular webpage, “Rhinebeck Returns,” has helped in this regard. The Committee noted the potential benefits of including building-specific information with respect to

the school re-opening on the website. The Committee then discussed how various social media platforms might potentially be leveraged to disseminate relevant information.

The Committee discussed how the District is perceived by the broader community. The Committee then noted the importance of the District improving upon narrating and highlighting what does occur within the schools in order to better educate families. The Committee noted that there is a perception that complaints and issues raised by families are sometimes unaddressed or unresolved. The Committee then discussed ways to change this perception, including soliciting feedback from the community in order to assess the effectiveness of interactions between the community and the District. The Committee then discussed the importance of the District sending clear and concise email communications to families. The Committee then noted that building-based Zoom town halls would be helpful for families and students.

A discussion then ensued among the Committee around various ways to encourage and promote community attendance at Board meetings. The Committee explored various topics that could potentially be included on Board meeting agendas that might be of interest to the community, including acknowledging exceptional student achievements and/or presentations from teachers on particular projects. The Committee then discussed possible ways to refine the Board meeting agenda-setting process. The Committee noted that a discussion on the effectiveness of remote learning could be included on a future meeting agenda.

The Committee then agreed to establish the following goals:

1. Develop system-wide communication standards (both from the District and the Board).
2. Maximize involvement and engagement through meaningful interaction with community partners.

3. Increase community attendance at Board meetings and examine the Board meeting schedule and agendas for opportunities to present on topics of community interest.

The Committee Members noted that the Committee meetings for the remainder of the calendar year are scheduled to be held on: October 1st, November 5th and December 3rd.

There being no further business, upon a motion duly made and seconded, the Meeting was adjourned at approximately 7:00 p.m., Eastern Time.

Matthew J. Van Wormer
Acting Secretary