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## **External and Stakeholders Relations Committee Meeting**

November 5, 2020

**Attendees:** Megan Barbera, Albert Cousins, Stephen Jensen, Jacqueline Raccuia, Matthew Van Wormer

### Communication Plan 2020:

Stephen Jensen was invited to attend the committee meeting to clarify the purpose of the Communication Plan 2020 document. The document was initially drafted in 2016 as a guide to the various means of communication to stakeholders and within the district. It specified goals the district would seek to accomplish (e.g., establishing a social media presence).

The committee decided that the Plan will be reviewed, updated, and condensed. The Plan will continue to provide overall communication guidance to the community, to families, and within the school district. It will emphasize how the district plans to communicate information from the district, administrators, and teachers. It will also address how to communicate a question or concern.

The committee further discussed a similar Communication Plan possibly be created and shared annually from each building, outlining the format, frequency, and most effective communication strategies.

The School Messenger program that is currently used by the district to provide information to families will soon have the information posted to the district website as well. The district will move towards a more standardized communication platform (to be further discussed with administration and teachers) that will be shared with stakeholders for ease of information flow.

The district will investigate initiating a quarterly mailed newsletter to be sent to the entire community to highlight the accomplishments and relevant information from all three schools. The committee asked the District to provide the Board of Education with a cost estimate in connection with implementation of the newsletter. The Committee also discussed how the District might be able to leverage BOCES with the newsletter's productions.

### Village PD and School Relationship:

Mr. Cousins discussed his interaction with the mayor of Rhinebeck. The Rhinebeck school district employs two Rhinebeck police officers as school resource officers. The committee noted that the district has a strong relationship with the Rhinebeck PD. The SROs have established a good rapport with our students and the district would like to continue this relationship. The contract will soon be up for renegotiation.

Community partners:

In an ongoing effort to connect with our community partners, the committee would like to propose to the Board of Education that the Rhinebeck Science Foundation, Culture Connect, and the Alumni Association be invited to make presentations at future Board of Education meetings in order to highlight the positive contribution of these groups for the community.

Livestreaming Board of Education Meetings:

Stephen and Albert will investigate live streaming the Board meeting to allow the community to attend the meetings from the comfort of their homes.

Next Meeting: December 3, 2020

Respectfully submitted: Jacqueline Raccaia