

MASCONOMET REGIONAL SCHOOL DISTRICT

20 Endicott Road, Boxford MA 01921

**Community Relations Subcommittee Meeting  
August 5, 2019, 4:00 p.m.-Administration Building**

**MINUTES**

Meeting called to order at 4:10pm

Present: Zillie Bhujju, Michael Harvey, Bonnie Thornborough

1. Drafted Preliminary Meeting Schedule for the 2019-2020 School Year – Tentatively planned to meet at 9:30 on the morning after the second school committee meeting of each month as follows:
  - 9/19/19
  - 10/17/19
  - 11/21/19
  - 12/19/19
  - 1/23/20
  - 2/27/20
  - 3/12/20
  - 4/16/20
  - 4/30/20
  - 5/21/20
  - 6/25/20
2. One immediate communication need discussed was informing highschool families about the athletic fees increase. Zillie drafted an updated communication to be completed and distributed to coaches and high school families, and posted on the website's newsfeed.
3. Discussed the Committees' General Purpose and brainstormed things the committee might set for goals for the year. The areas discussed included:
  - a. Communications to “push” (routinely as well as for key events) via a blog (needs to be set up), to be linked to on Masco webpage; Bonnie will begin to set up blog page initially before next meeting.
  - b. Responsive communications to community, with a protocol for how to handle social media discussions related to SC business.
  - c. Outreach – Seeking input from the community via surveys, “coffees” or other gatherings, attending meetings such as PTOs etc.
  - d. Updating the school committee webpage on the Masco website starting with the community relations.
  - e. Informing people about what the SC does

Adjourned at 6pm