Communication Committee Meeting Report – Meeting date 6/16/21

Attendees:
- Nina DeRosa – Executive Assistant to the Superintendent
- Jennifer Fusco – Information Secretary (works on District website, weekly newsletter)
- Eric Scherzer – BOE member
- Dr. Jonathan Ponds – Superintendent
- Dr. Alfred Davis – BOE Member
- Allison Silverstein – BOE Member

Discussion Points:

- **Dr. Ponds discussed 5 principles of communication and working to have District communications be in line with same**

- **We spoke about potentially consulting with** Todd Rogers, Behavioral Scientist and Professor at Harvard University. He works with school districts to develop effective communication.
  - **Biography | Todd Rogers (harvard.edu)**
  - Nina forwarded video of Dr. Rogers speaking
    - The Science of Corresponding with Busy People with Todd Rogers - YouTube

- **Discussion regarding the impact of social media, especially local Facebook groups in the perceptions of District performance, etc.**
  - Currently there is the MPSD Twitter account
  - Mentioned that perhaps we can use same content on other platforms to reach larger audiences (Instagram, Facebook)

- **Current communications and ideas on how to work on them**
  - Gathering information from the community
    - What are the hot topics?
    - Working to identify with families what they believe are problem areas? What do they need further clarification on, etc.?
    - Help sort through information as to what important points are that need to be in newsletters, etc. and what we can just provide path to location of further information for those who chose to do so.
    - Getting a full picture of current communications from schools

  - We also discussed the presentation of the content and making sure language is effective to reach all families
    - Discussion of communication in other languages

  - Working further to highlight student achievement
    - Going back to student presentations at BOE meetings
• Podcast
  o This is a high area of focus and something we discussed what next steps would be to get
    this moving
    ▪ Identifying topics
    ▪ Identifying resources to create, support, broadcast podcast

• Board meetings
  o We would like to work on improving our meetings and how they run
  o Also, discussion of re-doing presentation from NJSBA for refresher for public to be
    better informed about process

Plan of Action:

1. We will discuss with President Jannah and the full BOE (likely at Board Retreat) about working
   with NJSBA for updated FAQ as to what the Board does and discussion about arranging for
   NJSBA to come give presentation (or bringing anything previously done back to the forefront.)
   a. From these discussions we will work on arrangements.

2. Consultation with Dr. Rogers
   a. Research opportunities to learn more

3. Podcast
   a. Working with Chris to map out what is needed from a tech standpoint.

4. Community involvement
   a. Continued conversation with PTAC

5. I will review prior information from Dr. Harrison-Crawford and invite her to next meeting.

6. I will draft communication goal per discussion at retreat

7. NEXT MEETING – August 18 (July meeting was cancelled due to conflict with 7/21 meeting

Topics for future discussions:

- Providing presentation/information to caregivers about process through which they can
  communicate issues arising from the classroom
- Informing stakeholders about agenda items that will affect their interests/concerns
- Returning to in person public comment at public meetings
- Updated Community Resources guides