

**WESTBROOK BOARD OF EDUCATION
EDUCATE, CHALLENGE, & INSPIRE**

**WESTBROOK BOARD OF EDUCATION
Tuesday, May 25, 2021 @ 6:00 p.m.
Communications and Marketing Subcommittee
Google Meet**

Members Present: Mary Ella Luft, Michele Brigham, Mike Esposito, Zachary Hayden

Also Present: Superintendent Kristina Martineau

MINUTES

- I. CALL TO ORDER:** M. Luft, Chair, called the Communications and Marketing Subcommittee meeting to order at 6:00 p.m.
- II. APPROVAL OF MINUTES – MOTION** by M. Brigham and **SECOND** by Z. Hayden to approve the minutes of the April 29, 2021 Communications and Marketing Subcommittee meeting. Vote unanimous.
- III. DISCUSSION/PRESENTATION OF YEAR-END SUMMARY:** Superintendent Martineau briefed the Committee on the communications she is writing on WPS 2021 Highlights and Looking Ahead. She has completed a letter and is nearly finished with the District End of Year Communication and Celebrations document. Her focus is on Teaching and Learning, Summer Learning Academy, PreK-12 Social and Emotional Learning and Wellness, College and Career Readiness and Portrait of a Graduate. She has also listed college plans for WHS graduates and Career Pathways and Program of Study, as well as end of year activities and new courses for 2021-22. She will continue writing on the middle school and elementary school. She has also submitted an article to be published in Westbrook Events on Portrait of a Graduate. The Year End Summary will be sent through School Messenger and she will reach out to Noel Bishop to have it sent through the town's correspondence system. Superintendent Martineau commented that she has kept the article broad with not too much detail and has used hyperlinks for specific topics. Z. Hayden suggested publishing the number of days Westbrook has been in person and M. Brigham agreed that mention should be made that classes were in full session even though remote.
- IV. GENERAL DISCUSSION REGARDING COMMUNICATIONS/MARKETING IDEAS:** Suggestions were made to drop off the publication in key places in town, such as town hall, real estate offices, library, etc. Committee members should email M. Luft with other suggestions. M. Esposito brought up the topic of how to address community input on what their interests are. It was suggested that an item on Discussion of

Facilitator of Communication be placed on the next agenda. It was also suggested that different groups such as Booster clubs, music, athletics, etc. be invited to attend a Communications/Marketing subcommittee meeting for input. There was discussion on submission of BOE member/committee member photos for the website with email addresses and interests/committees. Superintendent Martineau suggested starting with the Communications Committee and then to reach out to other BOE members to provide their photos, etc. She is available to assist if a board member has a favorite place within the school buildings to take a photo and it was also suggested a group picture of the BOE be taken. The deadline for the Communications and Marketing Committee is June 4 to submit their photographs.

Superintendent Martineau commented on the Safe Return to In-Person Instruction and Continuity of Services Plan which will be a BOE agenda item and is to be reviewed every six months through June 2023 and requires community input. M. Luft commented that it is important to get meetings and items on a calendar. Superintendent Martineau suggested inviting Ben Russell to the September committee meeting for his expertise on design, etc. for the website. Also, a topic for future discussion for the Board once in-person meetings resume is to decide if meetings should also be accessed remotely.

Dr. Martineau commented the Fiscal and Budget Subcommittee changed their meeting date from Sept. 30 to September 29. It was concluded the Communications and Marketing Subcommittee would do the same and the time would be changed to begin at 5:15 p.m.

- V. ADJOURN:** MOTION by Z. Hayden and SECOND by M. Esposito to adjourn at 6:55 p.m. Vote Unanimous. -