

# **PUTNAM BOARD OF EDUCATION**

## **Communications Committee Work Session Minutes Monday, March 25, 2019 Board of Education Conference Room #15**

The Putnam Board of Education's Communications Sub Committee met on Monday, March 25, 2019 at 5:45 P.M., Board of Education Conference Room #15.

Committee Members Present: Carrie Blackmar, Michael Morrill, Marieanne Viens, Jill Zangerl

Others Present: William Hull

The meeting was called to order at 5:56 P.M.

Members present discussed the following:

- Reviewed the purpose of the committee
- Discussed possible outcomes of a communication plan:
  - ✓ Broadcast the great things happening in the district
  - ✓ Communicate with the public and parents
  - ✓ Create interest in Putnam Schools from outside communities
  - ✓ Counter negative image of the Putnam School District
- Discussed differentiating the message to target groups in the community
- Where to concentrate their communication effort (external or internal)
- Reviewed a template of a communication plan

The committee will meet again on April 8, 2019 at 5:45 P.M.

Carrie Blackmar made a motion to adjourn at 6:30 P.M. The motion was seconded by Marieanne Viens and passed unanimously.

Respectfully submitted,

Michael Morrill  
Board Chair