

Communications Committee Meeting

Thursday, May 13, 2021 10:30 AM

Via Zoom, 24 School Road, Weston, CT 06883-1623

I. Call to Order

II. Approval of Minutes

III. Website and Social Media Update

IV. Realtor Marketing Program

V. Other Business

VI. Adjournment

Communications Committee Meeting

April 08, 2021 9:00 AM

Via Zoom Dial-In:

Phone:

346-248-7799

Passcode: 643115

Attendance Taken at 9:09 AM:

Present Board Members:

Ruby Hedge

Taffy Miller

Ms. Hillary Koyner

1. Call to Order

2. Approval of Minutes

Discussion:

The minutes were approved with no discussion.

3. Website Update

Discussion:

Mr. DiVito mentioned that interaction social media posts are increasing. HES has been posting more on their Instagram account and will look to use those within the District accounts as well. Currently the District Facebook account has 289 likes with 587 followers. Instagram has 477 followers. In the past 30 days, the District website has had 21,686 sessions (visits) to the website, with 41,403 page views and an average visit duration of 1:40.

Mr. DiVito will be adding some additional navigation tools to the website. The Committee spoke about the benefits of adding additional in-depth analytics for page searches.

4. District Recognitions and Celebrations Discussion

Discussion:

The Board of Education will hold a special meeting on June 7, 2021 to recognize the academic, artistic and athletic achievements of students. The high school graduation will be held in-person on the football field. Weston Middle School is working on their moving up plans as is Weston Intermediate School.

5. Other Business

Discussion:

The Committee asked about the timing of the diversity, equity and inclusion statement on the website. The statement will come out after the Board DEI workshop in April. DEI updates will be a standing agenda item for the Communications Committee meetings.

The Committee discussed when and how does the District take a stand from a communications standpoint on national events, keeping in mind the regulations that a public school operates within. The Committee will work on the consistency of what communications the Committee, Board and District discusses.

The Communications Committee will ask the Facilities Committee for an update on the bus gps tracker software.

Photos that highlight the great work being done in the schools are needed for both Facebook and Instagram.

6. Adjournment

Discussion:

The meeting adjourned at 9:57 a.m.

Chairperson

Superintendent