



**NASHOBA Regional School Committee
Communication Subcommittee Meeting Minutes
December 8th, 2020**

Call to Order: 7:30 PM

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Attendance: Brett Collins, Mike Horesh, Sharon Poch, Brooke Clenchy

Guest: Chris Horan

Absence: None

New Business:

Committee joined by communication specialist Chris Horan and Superintendent Clenchy for discussion of communication within the district -- strengths and challenges.

- Strengths of existing communication -- 2x/month newsletters from district; listening sessions; much growth in managerial communication; working on strategic communication; when everyone is on the same page we work very effectively; transparency
- Challenges in existing communication -- constituents being unhappy with communication -- too much, too little, not enough detail, etc; the complaints of a few drown out the accomplishments; expectations and entitlement -- highly educated, highly successful community; getting people engaged; 2 way communication; educating the community; rebuilding trust; when there are differences of opinion then ability to work together breaks down
- Our communities are amazing!
- Themes Mr. Horan noticed in our description of strengths and challenges:
 - too much "noise" -- unhappy voices -- drowns out everything else. Putting this noise into perspective and accepting that a certain amount of noise comes with the territory
 - community needs substantive information -- addressing both the successes and challenges consistently; balancing the communication
 - build trust within the communities -- this will take time
 - keep the focus on what we are trying to accomplish

- communication is not just what you push out but also listening to what people in the community have to say -- better forum for getting information from people
 - what is available and how it is shared
 - make sure information is understandable and accessible; send out information in digestible chunks
 - meeting people where they are
 - evaluating when information is going out -- should go out before, during and after, especially with the building project which should probably be its own entity
- The communication subcommittee is seeking ideas for next steps. Mr. Horesh will follow up with Mr. Horan to discuss possible next steps.

Items for Next/Future Agendas

Mr. Horesh will follow up with Mr. Horan. This will inform future meeting agendas. Meeting minutes from 11/10 meeting will be reformatted and approved at next meeting.

Adjourn: Mr. Horesh moved to adjourn the meeting at 9:00 p.m., Mr. Collins seconded. IN FAVOR: Mr. Collins, Mr. Horesh, Ms. Poch **VOTED AND PASSED (3-0-0)**

Next Meeting: January 19th 2021 at 7:30 p.m. via Zoom

Personnel Sub Committee

Mike Horesh (B) Elaine Sanfilippo (S) Kathy Codianne

(L) Brooke Clenchy, Superintendent of Schools