



NASHOBA Regional School Committee
Communication Subcommittee Workshop
February 4, 2021
Meeting Minutes

Workshop on Facilitating Communication within the District 7:00 - 8:30 PM

Attendance: Brett Collins, Mike Horesh, Sharon Poch, Dr. Mary McCarthy, Joseph Gleason, Rich Eckel, Kathy Codianne, Amy Cohen, Leah Vivirito, Todd Maguire

Workshop Facilitator: Chris Horan

Mr. Horan presented and facilitated a discussion with the committee on effective, strategic communication strategies for the Nashoba Regional School District to consider. Discussion included areas of strength and areas for improvement. Key areas of focus include: Rebuilding and sustaining trust in our communities; Ensuring and sustaining communication during fluid times; Modeling effective communication.

Discussion also included reactive communication v. proactive communication, and the need for committing to keeping the proactive communication strategies in place even during challenging/busy times. Discussion also included questions for the need for a PR director.

Suggestions include:

- Bringing topics to the community before policies are drafted -- get input early and often throughout the process
- Promote the district
- Ensure alignment in communication between SC and Administration -- we would be on the same page with communication, using same infrastructure (developed by the district), same messaging -- we need to be speaking the same language
- Ensure 2-way communication -- authentic engagement with our communities
- Ensure clear, concise messaging delivered in various forms
- Use of multiple tools and channels -- make your message so obvious that it cannot be missed-- use video, events, website, FAQ, press, Social Media, “one pager” email, etc.
- Ensure transparency about the ‘good, bad, and the ugly’

- **Build communications capacity at all levels -- empower all levels to be communicators -- building relationships with teachers, secretaries, and on up**

Communication Sub Committee

Mike Horesh (B)

Brett Collins (L)

Sharon Poch (L)

Brooke Clenchy, Superintendent of Schools