



Lunenburg Public Schools

Loxi Jo Calmes
Superintendent of Schools

MEETING NOTICE

SCHOOL COMMITTEE MEETING
(Communication Workshop)
Thursday, October 11, 2012
High School Auditorium – 7:00 p.m.

Minutes

School Committee
Gregory Berthiaume
Michael Mackin
Colleen Shapiro
Brendan Grady
Todd Blake

Superintendent
Loxi Jo Calmes

Recording Secretary
Todd Blake

Student Representative

Guests

* Call to Order – Dr. Berthiaume called the meeting to order at 7:01 p.m.

* New Business (Communication Workshop)

- There was a discussion concerning the broadened use of electronic media including the use of Facebook and Twitter. The discussion centered on using these as centers of communication between the School Committee and the public. General posting to the site would be included but allowing discussions via the site would not be permitted. Twitter was identified as a method of communication preferred by many students. Twitter and Facebook would also link to recorded copies of the Committee Meetings through YouTube.
- It was mentioned that School Committee meetings that are televised are already recorded and these meetings can be readily uploaded to YouTube. The concern was over the 2nd meeting of the month that is not televised. Mr. Meek-LaVeck volunteered to supply equipment and time to record these meetings and post to YouTube.
- There was a discussion on the websites. A common observation by parents is that the school website(s) is not easy to navigate because the individual schools all differ in how the information is presented. The discussion centered on how to “streamline” the websites to present the information clearly but not sacrificing individual creativity of the schools. Also discussed was how to keep the information updated and accurate. A flash page that exemplifies the positive aspects of the schools (such as MCAS scores) was also discussed.
- There was a discussion over having the entire district go completely electronic and forego all paper correspondence. This has been done in other areas of the country. The opposition view to this suggestion is that some people, albeit a small percentage, do not have access (or readily available access) to electronic correspondence methods. Additionally, it was noted that many parents still PREFER paper correspondence, even if electronic correspondence is readily accessible.
- There was a discussion on the use of Power School, School Note, Alert Now, Reverse 911, and other methods of communication currently used by the district and whether the number of ways to communicate can be consolidated. In particular, consolidation of the information to one site/location for student information would be very helpful.

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- There was a discussion over the use of an online and anonymous suggestion box. While there was general support to implement an online suggestion box, the idea of the suggestion box being anonymous did not garner as much support. We were reminded that any suggestion box is also public record and individuals could take advantage of the anonymous label to post unconstructive and abusive comments about the schools, staff, or students.
- It was decided that a smaller group of Lunenburg residents would meet within the next week to further discuss the specifics of what needs to be done and how to implement the recommendations. These discussions would be headed by Brendan Grady.

* Adjournment – The meeting adjourned at 8:54 pm.

Respectfully Submitted,



Todd P. Blake
Secretary

APPROVED

Lunenburg School Committee

Date: 11/7/12

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Initials