

**GROTON BOARD OF EDUCATION  
SPECIAL COMMUNICATIONS COMMITTEE MEETING MINUTES  
OCTOBER 24, 2022 @ 5:00 P.M.  
CENTRAL OFFICE / ROOM 4**

**Members Present:** Matthew Shulman, Elizabeth Porter

**Members Absent:** William Horgan

**Also Present:** Susan Austin, Phil Piazza, Rebecca Beyus

**1. Call to Order**

- Chairman Shulman called the meeting to order at 5:02 PM.

**2. Review October 12, 2022 Meeting Minutes**

- Minutes from the October 12, 2022 Special Communications Committee were approved.

**3. Superintendent Report to the Committee**

- Superintendent Austin provided an overview of the development of the Communications Committee and Plan from 2016 to present day.
  - The group discussed shifts toward digital media, use of the PowerSchool Parent Portal and community partnerships to support initiatives such as Impact Aid.

**4. Committee Review of Ms. Beyus' current scope of work**

- Rebecca Beyus provided a brief synopsis of the role communications has across the district and the communications priorities including mobile-first communications, website design updates, media relations, greater synergy between communications tools and tactics across the district, and social media.

**5. Review committee rankings of short- and long-term objectives, set priorities and discuss paths to implementation**

- Matthew Shulman led the group in a review of the rankings of short- and long-term objectives.
- The Committee agreed that they will begin work on updating the communications plan from 2016. Within that work, current platforms and the long-term investment of financial and staff resources will be evaluated. Survey insights will provide insight into that work.
- The plan will be updated in a Google Doc so that committee members can work on the plan and collaborate between meetings.
- The group discussed the importance of telling the GPS budget story and highlighting GPS news and updates to the RTM and Town Council.

**6. Review Future Meeting Topic**

- Review work and updates to the 2016 Communications Plan.

**7. Review Future Meeting Dates**

- The next meeting is Monday, November 28.

**8. Adjournment**

- The meeting adjourned at 5:58 PM.