

AHS Building Committee, Communications Subcommittee  
Met 4/3/17 at 6:30pm, School Committee room, 6<sup>th</sup> floor, AHS  
Present: Kathleen Bodie, Karen Tassone, Joan Roman, Amy Speare, Tobey Jackson, Kirsi Allison-Ampe

The subcommittee had a loosely structured and wide-ranging discussion. Below are topics discussed and ideas that came up.

**High School Building websites from other towns were examined and discussed:**

- looked at Winchester, Belmont, Somerville, Billerica, Concord/Carlisle
- considered how domain was set up: unique or off town or school website
- what headings/categories were used?
- is there contact information? Where does it go?

**Preliminary discussion of Communication Goals, mostly focused on website:**

- education of public - why need new high school?
- timeline
- satisfy MSBA legal requirements (if it can do this)
- keep residents informed of process
- as repository of documents (if it can do this)
- explain the benefits of the new high school
- answer questions

Desire is to have a one-stop shop for everything about the high school project, to find everything without having to leave the environment.

Sense of subcommittee was that it would be preferable to have a unique domain name for the website, and not just be a sub-address off town or school sites.

Subcommittee also felt it was important to hire a website designer/builder so as to have the most effective communication tool available for the project.

**Other communication topics:**

- be able to subscribe to something (newsletter? website?) for updates
- other communication venues — social media
- include 3 week look-aheads for project

**Website timeline:**

- subcommittee would like to have it up and running at latest by Fall 2017, very close to when we will start looking for designer
- Building project timeline:
  - RFP aiming for 7/10/17 MSBA approval, then get OPM, then designer
- will aim to have initial site up by July

**To-dos:**

Find out what are legal compliance requirements:

- OML, public records — Joan
- Town bylaws — Joan
- MSBA — Karen T.

Create Google Doc for FAQ — Amy

Inventory of other websites content — Amy

Minutes — Kirsi

Talk to Juhan Sonin re potential designers — Kirsi

Find name of Winchester website designer — Kathy

Work out website design budget — Kathy

**Questions to think about before next meeting:**

- Look at other building committee websites, find ones we like
- Where house interim content?
- Where host website?
- What should the website URL be?
- Other potential designers?

**Action/agenda for upcoming meeting:**

- What will be selection process for website designer?
- Subcommittee leadership

Next meeting will be 5/15/17 at 6:30pm.

Meeting adjourned at 7pm.