

AHS Building Committee, Communications Subcommittee

Met 11/13/17 at 8:30am

Present: Kathleen Bodie, Amy Speare (Chair), Kirsi Allison-Ampe, Tobey Jackson, Julie Dunn, Jim Burrows (Skanska), Victoria Clifford (Skanska)

### Minutes

Reviewed 10/19/17 minutes. Motion to approve by KB. 2<sup>nd</sup> by KAA. Passed 4-0

### Review of content calendar

- “Meet the Committee” blog has been released
- Next release is carousel of photos with quotes from reports –will release as an update/Facebook and put on homepage this week.
- JB to review photos and captions to ensure construction professionals won’t raise code compliance/safety flags.

Motion: AS moves to add Julie Dunn to Communications Subcommittee as a voting member and to re-affirm that Joan Roman is a voting member as a Town representative. 2<sup>nd</sup> by KAA. Passed 4-0

Next two content pieces

1. Feasibility Study 101 (Tobey writing) – release week of 11/27
2. Educational Plan (What is it?) – Julie Dunn will write it. KB will loop in David from HMFH to be involved  
KB will reach out to Winchester about providing their Educational Plan as an sample  
Release end of December TBD (need more information about HMFH’s plan for going out into community)

Other content ideas

- KAA suggested a piece on the current non-school uses of the HS building (with square footages) –week of December 11<sup>th</sup> release. KB, KT and JD will own this.
- Untangling MSBA terminology – wait for now
- Piece on site/environmental concerns – TBD
- How was the enrollment number determined? - TBD

### Discussion of social media coverage/response

Who can track different media outlets?

Who will respond when issues/concerns arise?

- Seven possible outlets where questions may need responding
- KAA suggested equipping school committee members with stock responses to Facebook
- JB suggested having community members submit substantive questions/concerns to the project email.
- KB nominates AS/KAA/JB as the response team – authorized to respond on behalf of the committee. KB is available to consult as needed
- Help needed to scan different outlets. TJ to monitor A-list emails . KAA to talk to Paul S and Dean about helping and know of someone to ask about monitoring Parents List. AS to find a contact (Kate Leary) at School Enrollment group. Karen T to monitor project emails. Victoria will monitor A-List Facebook.

**Old Business**

AS looking for webmaster – need to find out if Claudia can do it (patches, upgrades, Jetpacks, cacheing issues). KB will contact her.

**New Business**

- Confirmed that media outlet inquiries/responses go to KT/KB. JT will respond – need to add this item to agenda of next building committee meeting
- Ponder Page (journalism club) to interview KB for an article
- AS provided email for principals to send out about building project information

Next meeting scheduled for December 11<sup>th</sup>, 8:30-10AM

Meeting adjourned at 10am