

**BRISTOL BOARD OF EDUCATION
COMMUNICATION AND COMMUNITY RELATIONS COMMITTEE
MEETING MINUTES
Wednesday, December 2, 2020**

A meeting of the Bristol Board of Education Communications and Community Relations Committee was held on Wednesday, December 2, 2020, at 6:00 p.m. in the Board of Education Auditorium and via the Cisco Webex Meeting Platform.

PRESENT: Commissioners: Shelby Pons, Karen Vibert, and Jennifer Dube; **ALSO PRESENT:** Dr. Catherine Carbone, Dr. Michael Dietter, and Brian Burke

1. Call to Order:

Commissioner Pons called the meeting to order at 6:00 p.m.

2. Meeting Norms

Commissioner Pons read the meeting norms.

3. Acceptance of Minutes:

October 7, 2020 - Regular Communications and Community Relations Committee Meeting minutes.

Motion Passed: on a motion by Karen Vibert and seconded by Shelby Pons.

Dr. Carbone introduced Brian Burke, the newly appointed Communications and Community Director who joined the Board a month ago. Mr. Burke shared a little about himself with the committee.

4. 2020-2021 Communication Strategic Plan

Mr. Burke presented the Communications and Community Relations Strategic Plan Overview to the committee. Mr. Burke shared the goals of the position: 1. Create effective and consistent branding and messaging across all digital, print, social, web, and live events. 2. Facilitate two-way communication and engagement through dynamic interactions. 3. Capture feedback from key constituents, both external and internal. 4. Be the first to tell our news and stories; and plan deliverables for parents, guardians, families, and students; community partners, media partners, a and board members, administrators, teachers, and staff. Mr. Burke also shared the plan's timeline.

Discussion followed regarding communications with parents, highlighting events across the district and grant writing opportunities.

5. Public Comment

No members of the public wished to address the committee.

6. Adjournment

There being no other business to come before the committee, the committee adjourned. (6:25 p.m.)

Respectfully Submitted:

Susan Everett

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Executive Assistant to the Board of Education