Committee members present: Clint Cogswell, Chair, Chuck Crush, Liza Poinier, Maureen Redmond-Scura

Other School Board member present: Jennifer Patterson

Administration: Superintendent Forsten, Superintendent, Steve Rothenberg, CRTC Director

Guests: Joshua Hardy, CCTV, John Chorlian, Business Owner

Committee chair Clint Cogswell calling the meeting to order at 5:30 p.m. and provided an overview of the agenda, including Concord Community TV, topics for the planned brochure, an update on conversations with Chamber of Commerce Director Tim Sink, and the District’s presence on the City website. He introduced CRTC Director Steve Rothenberg as a resource for the Board in community relations.

Joshua Hardy of Concord TV commented on some of the recent footage developed between CCTV and District staff. He discussed highlighting video clips from Board and Committee meetings, the “Ask Me Anything,” “Talking with Teachers” and “Celebrating Star Students and Staff” series. The committee discussed future branding and naming for those series. They discussed a profile series related to the community getting to know administrators, particularly the newer administrators. Superintendent Forsten suggested the possibility of footage of summer facilities projects, and possibly some of the summer programming. Mr. Hardy said he would follow up on the Title I program at BGS and MBS, and the CRTC summer camp. He also asked if the Board and administration could suggest a student subject for the “Most Fascinating” segment for the October Concord On Air show.

Superintendent Forsten discussed the content of the District marketing brochure, which administrators worked on. She displayed a possible cover page; and suggested including a Superintendent’s Welcome page; an overview of all the schools including statistics, demographics and maps; school registration information; pages for each school; and family resources to encourage parent involvement as well as provide community resources. School pages would include photos of each school and Principal, highlights from academic and co-curricular programs, the program of studies (particularly at the high school), post-secondary education and before- and after-school programming.

Real estate developer John Chorlian joined the group and was introduced.

Ms. Poinier suggested partnering with photography students at the high school. Mr. Chorlian commented that prospective Concord residents may not have a positive perspective on the quality of the schools, perhaps partly because the story of Concord Schools is not being told as well as it could be.
Mr. Rothenberg commented about the various target audiences for the anticipated brochure. He noted that a printed publication is extremely expensive and time-consuming and outdated the moment it is published, requiring constant upgrading. He suggested developing a smaller and more concise brochure accompanied by an online presence.

Ms. Poinier commented that the Board could gain considerably by compiling the data for ongoing use. Superintendent Forsten suggested that photos of a Principal, for example, make an instant connection with the audience. Mr. Rothenberg noted that beautiful photos are essential for a publication of this sort.

Ms. Redmond-Scura noted that she would like to get more of the amazing stories of CRTC, Concord High School, ELL students, diversity and quality of teaching out to the community. Mr. Cogswell stated that there is value of a printed piece over suggesting “go to [our] website,” although he noted that social media is quite important. Mr. Chorlian noted that prospective residents first look at the tax rate and then at test scores and that, because of the greater socioeconomic diversity in the city, the scores may not be as high as towns with higher median incomes. He said that Concord has a compelling story about its schools and that he would like it told.

Mr. Rothenberg said it might be worth considering developing a brochure for Concord residents and another for prospective businesses/residents, with significant content overlap. He also suggested changing the traditional school newsletter delivery.

Jennifer Patterson stated that the project in paper form is important, and could be referenced via other social media channels. She suggested that a periodic community mailing could be very important to the Board’s effort to reach out to community members.

Ms. Poinier asked about staff and student involvement in the CRTC brochure; Mr. Rothenberg noted that photos and copy are provided by students and staff, but a publishing company is hired for design and production. Ms. Poinier asked if anyone on staff could develop the brochure; Superintendent Forsten said she felt that internal resources are available, and suggested an October deadline would be reasonable.

Mr. Crush noted that he has not yet been able to reach Concord Chamber Director Tim Sink. Superintendent Forsten said that there is a link on the City website to the sau8.org website. She will also set up a meeting with this committee and the City Council for September.

The Committee voted 4-0 to adjourn (motioned by Ms. Redmond-Scura, seconded by Mr. Crush).

The meeting adjourned at 6:50 p.m.

Respectfully submitted,

Clint Cogswell, Chair
Terri Forsten, Recorder