

## Communications Committee Meeting – 11/16/2022

**Attendees:**    **Eric Scherzer**  
                      **Phaedra Dunn**  
                      **Allison Silverstein**  
                      **David Cantor**

### Discussion of Committee Goals

- Helping district strategize how they communicate
- Being more restrictive and less reactive
- Mr. Cantor has evaluated communications structure
  - There is no process, forms, etc.
  - Need to create communication assets
  - Need to challenge the culture
  - Desire for process adjustment/creation to standardize how we get information out.
  - Equity issues to make sure EVERYONE gets information
- Need to set expectations for the audience
- Control the narrative

### Website issues

- Hard to manage and text heavy
- Managing information through analytics
  - We don't do this. Mr. Cantor is going to talk to Chris about getting analytics from website (did we set an expected date for report back on this?)

### Survey

- We discussed last year's survey and using that as a jumping off point to do another survey
- Also discussed mailing/printing to get a greater response rate

### Social Media

- Talking about a younger "intern" as someone who can manage
- Look into whether we can get channels as an organization

### Montclair Local

- Working on the relationship with Montclair Local

Mr. Cantor is setting up meetings with people in town for fact finding. Gathering information to determine what good communications looks like.

Top priorities are process adjustments to standardize how we get information out AND updates to website and how we use it.

We also talked about setting expectations with the audience.

Mr. Cantor to be sent historical materials and Mr. Cantor to create memo regarding goals, priorities, (has this been done is there an expected completion date) etc.

Allison to get historical materials sent and look into getting info on survey to him.

Phaedra to do one pager for Dr. Ponds on the committee's expectations. ( has this been done)