

MAMARONECK UNION FREE SCHOOL DISTRICT
MINUTES - COMMUNICATIONS COMMITTEE MEETING
Wednesday, October 6 2021
Superintendent Conference Room, Mamaroneck High School

The Communications Committee meeting was held on Wednesday, October 6 2021. The meeting began at 12pm. Present at the meeting were members: Sally Cantwell, Debbie Manetta, Andrene Smith and Rob Weisstuck (both via conference call), Miran Robarts, community member and Rina Beder as ex officio member.

The Committee discussed the work plan as presented by Debbie Manetta for the 2021-22 school year.

- Develop a content calendar for the year with themes and work products that will come out every month.
- Regular coverage of curriculum initiatives across district (for example first grade across the district)
- Review the current website with the goal to increase engagement.
- District has 2,000 followers on twitter, instagram and 4,000 on Facebook. Information will be shared with the Board on the number of email opens and clicks.

Discussed the possibility of a community survey, similar to what was done a number of years ago. Purpose is to learn/assess:

- What information do people want?
- In what format and where?
- Can they find the information they are looking for?

Communication Committee members will be working with Debbie Manetta to assist in:

- Developing a communication project plan as it relates to a district survey
- Reviewing other district websites and social media
- Reviewing and updating, if necessary, the Communication Committee charter

The meeting was adjourned at 1.20pm