GDRSC Communications Plan
2024-2025

Communications Subcommittee

Who:
- Three members of SC, members tbd

What do they do:
- Manage social media
- Monthly student recognition/faculty spotlight part of business meeting agenda
- Confer, draft, and issue GDRSC press releases
- Post meeting reminders
- Handle any other communications-related issue

When do they meet:
- Monthly, dates tbd

Why is this important:
- We can ensure that all communication is organized, timely and accurate
- Creating a communications subcommittee allows SC members to be able to streamline our communications and collaborate in a way that does not constitute an OML violation.

Regular 2 way communication with the the Groton Herald

Who:
- The Chair will be the official communication liaison, but may also rely on school officials to provide up to date information to the extent that it is available.

What happens?
- Ensure that the Herald knows who to reach out to with questions
- Discuss with the Superintendent the form and content of all press releases

When does this happen?
- Available to respond to questions as they arise
- Proactively issue press releases, as needed

Why is this important?

- Provides the wider community, particularly those who read the Groton Herald regularly and do not have school-aged kids, with updates and information
- The Herald is a place where residents from both towns seek information and they have always done an excellent job of covering the schools and reporting on updates.
- We want to ensure that we remain available to respond to questions that arise and make information accessible.
- Provides the opportunity to take a proactive approach to issuing press releases when appropriate.

Proactively provide information and updates to Dunstable's Neighbor-to-Neighbor newsletter and other local newsletters

Who:

- The SC Chair and the Communications Subcommittee

What happens?

- Create and maintain a list of local newsletters who would be interested in including school-related information
- Determine points of contact for each
- Proactively provide important dates, reminders and information about school-related issues and events

When?

- The list should be created as a first order of business by the Communications Subcommittee
- Communication should then be established with each point of contact to ensure we are aware of any relevant deadlines for information submissions
- Communications can then be provided on an as needed basis thereafter

Why is this important?

- Local newsletters reach a specific population, and in keeping with our commitment to provide information to as many of our local residents as possible, we should be establishing communication with them.

Start Staff Spotlight Program

Who manages?

- Staff members and parents would be making the nominations

- The Communications Subcommittee will be responsible for receiving the nominations and reporting on them at school committee meetings.

What needs to happen?

- Create a nomination form
- Determine mechanism for submissions

When?

- Rolling nominations
- Recognitions announced monthly and will also appear in our newsletter and on our social media

Why is this important?

- To ensure that we are aware of the amazing things that our staff is doing, and in turn to publicly recognize staff members for their successes and accomplishments .
- By encouraging staff and parents to highlight the wonderful things that are being done in our schools, it will help to build school spirit and overall pride in our community

Work with administration to ensure we have regular recognitions for academics, athletics, the arts programs

Who:

- Superintendent and administration to develop a plan which will be reported back to SC so that we can incorporate recognitions at our meetings on a pre-determined and regular basis

Why is this important?

- To highlight and celebrate the incredible accomplishments of our student body

6. Start social media account for the School Committee (Facebook, others tbd)

Who:

- Communications Subcommittee, Dr. Bruno, Luke Callahan

What?

- Create social media accounts that will be regularly updated with meeting reminders, links to our newsletter, and other important updates.
- Comments will be disabled as this will just be a platform to share information out.

When?

- To be set up by the end of October, utilized regularly thereafter

School Committee Newsletters

Who:

- Each Subcommittee Chair and the School Committee Chair

What?

- Continuing to release our School Committee newsletter. Content should include a brief update from each Subcommittee Chair, as well as information on staff recognitions and other important School Committee updates and news.

When?

- Proposed Release Schedule: 10/28, 1/20, 3/24, 5/26

Why?

- Provide regular updates on our subcommittee work and other important work and information during the school year. The newsletters will be shared via social media, e-mail, and both town offices.

Monthly office hours in both towns

Who:

- Up to 3 members can sign up for each date. The Chair will set up a sign-up sheet for members and provide reminders to them prior to the dates

What needs to happen?

- Chair to set up and distribute sign up
- Members sign up and attend

When?

- Proposed Dates:
    1. 10/22 am (D), 10/24 pm (G)
    2. 11/19 am (G), 11/21 pm (D)
    3. 12/17 am (D), 12/19 pm (G)
    4. 1/21 am (G), 1/23 pm (D)
    5. 2/11 am (D), 2/13 pm (G)
    6. 3/18 am (G), 3/20 pm (D)
    7. 4/15 am (D), 4/17 pm (G)
    8. 5/20 am (G), 5/22 pm (D)

Why is this important?

- Office hours provide opportunities for community members to engage in an informal setting with SC members to share concerns, questions or ideas.
- By offering dates in both towns and in the morning and evening, we can ensure that we are accommodating a variety of schedules.