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NEW HAVEN COMMUNITY SCHOOLS

Board of Education

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Tanya France, President
Sue Simon, Vice President
Gina Walker, Trustee

Board of Education Public Relations

January 28, 2021

Virtual

2:00 p.m.

The Board requests that all cell phones be turned off during the meeting.

MINUTES

- ITEM 1 Call to Order: Time 2:05
- ITEM 2 Acceptance of Agenda – Committee members accept the agenda
- ITEM 3 Public Participation – no public participation
- ITEM 4 Marketing Plan Guests: S. McHale – Presentation

Shelleen McHale presented to the committee members the marketing budget for the current year. She would like to promote using Facebook advertising and drop the newspaper advertising. She presented the increase in her fees on the marketing plan due to additional hours that she is working to promote the district. The committee asked that she provide them with our marketing plan and budget from the previous year to compare with the year. It was also suggested that we look at dropping the Comcast as we are not sure it is being marketed to the right individuals. Other ideas for marketing were also presented such as, events, social media, on-line version of newspapers, survey to parents.

The committee will meet again February 3rd at 2:00 p.m. to review. It is the goal of the committee to bring this to the regular board meeting on February 8, 2021 to vote on the budget.

ITEM 5 Customer Service Initiatives – Mrs. Walker sent to the committee members ideas on customer service initiatives and sent to them information on the same. The committee members will review the material she sent and will work to come up with a plan to implement additional customer service initiatives.

- ITEM 6 New/Unfinished Business – none.
- ITEM 7 Adjournment – TIME: 3:50 p.m.

