

**NASHOBA REGIONAL SCHOOL DISTRICT
Communication Advisory Meeting**

Bolton Town Hall
663 Main Street, Bolton, Ma
Selectmen's Meeting Room (Enter through rear door)

July 27, 2018

SCHOOL COMMITTEE IN ATTENDANCE : Alise Crossland, Lorraine Romasco

ABSENT: Elaine Sanfilippo

ADMINISTRATION IN ATTENDANCE: None

CALL TO ORDER

Ms. Crossland called the meeting to order at 10:01am.

OLD BUSINESS

Review & Discussion of Social Media Approach.

Ms. Romasco shared information from the district's legal counsel regarding the establishment of a SC Facebook page as a vehicle to heighten community awareness of SC efforts. It was acknowledged that a Facebook page typically encourages engagement. Counsel cautioned against creating a social media presence because any posts become public record and are, therefore, held to OML to the same regulations as any document created by a public entity which could minimize the SC's ability to hold open dialogue without impinging on OML. Ms. Crossland shared that MASC is currently creating guidance for districts regarding social media and suggested that the Advisory take its lead from the MASC findings and recommendations. Ms. Crossland also reminded that the School Committee represents a governmental body (school district) and the rules and laws governing the body also pertain to its online presence.

The group identified additional opportunities to engage the community including the need to create a communication strategy and plan (which may include newsletter, community chats).

Next Steps

The social media effort will be tabled for further input from MASC regarding policy development at which point, the Advisory will revisit the topic.

REVIEW/APPROVE MINUTES

Ms. Romasco moved to approve the meeting minutes from July 2, 2018. Ms. Crossland seconded the motion, **VOTED AND PASSED. (2-0-0)**

ITEMS TO CONSIDER FOR NEXT AGENDA

Begin mapping out the SC communication strategy and plan including goals and ways to simplify how our communities can find information about SC efforts.

ADJOURN

MOTION: Ms. Romasco moved to adjourn the Communication Advisory meeting at 10:52am. Seconded by Ms. Crossland. **IN FAVOR:** Ms. Romasco, Ms. Crossland, **VOTED AND PASSED. (2-0-0)**