PR-Technology Committee Meeting Minutes
September 17, 2018

Committee Members:

David Allen	Jennifer Mayo
Judith Vasalle	Jodi Laine

Others Present:

Barbara Gauvin	Amanda Dube	Larry Malone
Kevin Perkins	Cathy Poulin	

AGENDA:

A.   Call to Order
Meeting was called to order at 6:08 p.m.

B.   Declaration of Quorum
A quorum was established with 4 members present.

C.   Election of Chair of Committee
David Allen nominated for chairperson.   Motion by Laine, seconded by Mayo.
Approved 4-0.

D.   Adjustments
No adjustments to the agenda needed.

E.   Approval of Minutes from May 21, 2018
Facebook - 'schools' or 'school', minutes were changed to "start of school"

F.   Old Business

G.   New Business
1. Goals for the Committee
      The wrap up of the goals established for last year (below) was shared. We are
      on the final year of our three-year technology plan. The PR/Tech Committee
      will participate in this process. Kevin Perkins will bring an outline for the
      goal setting process for the next meeting.

2. PR
      a.   Facebook Management -
            Cathy Poulin suggested adopting a district Twitter account.

Pam Ledoux maintained the Facebook page over the summer and continues to update the page with district events.

b. Advertising

Larry Malone - The original intent when the football scoreboard was put up was to sell space on the scoreboard to recoup some of the cost of the scoreboard. This has been happening all along with other types of advertising requests on the increase such as placing banners on the fence around the athletic field. We need to create a protocol that defines the process for allowing businesses to advertise in the district. The current advertising policy (KHB) discourages advertising. We need to clarify where we stand on the guidelines for advertising so that when the demand grows, we have a procedure in place. Mr. Malone suggests that the PR/Tech Committee create guidelines for how advertising works in the district. Mr. Perkins and Mr. Malone will meet to gather samples.

c. Use of school grounds for services and vigils

A tragic event from this past summer was accompanied by a vigil that took place on our football field. This brings up the need to be prepared for this type of event in the future. Schools are central to the communities that make up the district. What role should the school have in these events that will be fair and equitable while supporting our community? The school also must be aware of the responsibility that it plays in managing the environment/event.

The goal is to create suggested guidelines for when the Facility Use policy (KF) is next reviewed.

3. Technology
   a. SIS/LMS Update
      - Standards have been replaced in K-12 in each content area.
      - Elementary and middle schools begin using the Synergy grade book this year.
      - Parents in elementary and middle school will be introduced to the Synergy parent portal (ParentVUE) in the next couple of weeks.
      - Online Registration is configured. Notices will go out at the end of September to allow parents to log on. Parents will be able to update demographic information using this feature.

   b. Technology repurposing
      - Teacher laptops are in the final stages of being offered to teachers for sale. About 90% of the devices are being sold.
      - Additional iPad 4s will be provided to elementary guidance counselors to provide a device for students that cannot afford a device for home.
      - In October, we will be selling what remains of the teacher devices, iPad 4s, and iPad 2s that are at end of life. These devices will be sold to a reseller. This is to be done through a bid process.

4. Meeting dates for 2018-2019

2018	2019
September 17	January 22 (Tuesday)
October 15	February NO Meeting
November 19	March 18
December 17	April 22
	May 20
	June 18 (TBD)

H.   Other

I.   Adjournment at 7:42 p.m.

Next Meeting Agenda Items:
Technology Plan Formation Details
Policy Review Dates
Policy KHB (Advertising in Schools) brainstorming
Policy KH (Facility Use)
Synergy SIS Report (ParentVUE rollout, brainstorm for parent video demo ideas)

17/18 Technology Goals Review
• Review options to improve the rate of connectivity for homes in the district. (6 pts.)
We did not address this directly, but did include several pertinent questions in the new survey.

• Review the RSU 57 Technology Plan (8 pts.)
Reviewed. An outcome of this was the development of a new survey, which we developed together with Kevin's guidance.

• Forecast for technology trends in Education (18 pts.)
Kevin provided updates on future plans for technology.

• Technology Fee Structure (0 pts.)
Kevin provided updates on the technology fee and the reduction in damage costs.

• Student-run television or radio program (4 pts.)
Did not address.

Public relations
• RSU 57 will be discussing the issue of redrawing school lines to reduce bus ride times as much as possible. The Transportation Committee will also discuss redrawing school lines in the near future. (12 pts.)
Larry provided updates as this topic progressed through Transportation.

• RSU 57 will be discussing adjustments to the start times for each level. (1 pt.)
This did not move forward.

• The PR/Tech Committee will discuss issues of branding such as signage, establish key talking points about the district, and web presence. (10 pts.)
Good discussion was had and feedback provided informally to administration. I think this would be a good topic to carry forward into next year.

• Communication of the implementation of our new SIS (Synergy). (13 pts.)
Kevin provided several updates throughout the year.

In addition to these priorities, we began a new process of reviewing a set of policies relevant to this committee. The committee reviewed policies for public perception, phrasing, and use of technology. The committee seemed to feel it would be useful to continue this practice going forward.

Topics for the 2018/2019 year:
First, I would suggest that we go through the same brainstorming and prioritization exercise next year in our September meeting. I would suggest we consider carrying forward the following topics, and definitely welcome any other suggestions.

- The PR/Tech Committee will discuss issues of branding such as signage, establish key talking points about the district, and web presence.
- Communication of the implementation of our new SIS (Synergy).
- Review of additional responses to the new survey, if any, and consider further follow-up.