

MEDFIELD SCHOOL COMMITTEE WORKSHOP
Zoom Remote Meeting
December 4, 2020

PRESENT: Jessica Reilly - Chair
Leo Brehm - Vice Chair
Timothy Knight - Recording Secretary
Meghan Glenn - Financial Secretary
Anna Mae O'Shea Brooke - Member at Large

ALSO PRESENT: Jeffrey Marsden - Superintendent of Schools
Andrea Moores – Secretary

The School Committee Workshop was called to order at 8:05 am.

A Roll Call was taken to open the workshop

- Leo Brehm- yes
- Timothy Knight- yes
- Meghan Glenn -yes
- Anna Mae O'Shea Brooke- yes
- Jessica Reilly- yes

This workshop was held for the School Committee to discuss communication strategies and there will be no public comment.

Ms. Jessica Reilly shared the intended outline for the workshop as follows:

- Individual school committee member communication vs. school committee group communication
- Individual actions as elected officials
- School Committee duties/District duties
- Public body representation
- Open Meeting Law concerns/boundaries
- Current Communication and new ideas for communication
- Implementation of new ideas

Ms. Jessica Reilly asked the members to share their individual ideas on individual communication vs. public body communication.

Ms. Anna Mae O'Shea Brooke shared her belief that the School Committee is a body of five and the chair should be responsible for pushing out clear/concise communication. Ms. O'Shea Brooke stated that she is wary of individual communication especially on social media and believes the committee is stronger with a unified message.

Ms. Meghan Glenn stated that she is in complete agreement with Ms. O'Shea Brooke. She views the committee as a collective body and does not think that individual communication would be something that the committee as a whole would approve. She stated that she does not support a centralized social media hub for the School Committee but prefers to use the current webpage that exists.

Mr. Leo Brehm shared his belief that the community would benefit from hearing more of the committee's individual thought process and how it weighs into decision making. He feels this could be accomplished by having richer conversations during School Committee meetings to show the public the diverse thinking

of the committee. Mr. Brehm does not feel that the School Committee should have a collective social media page.

Ms. O'Shea Brooke stated that listening to the public is important and reestablishing office hours may be a good way for the committee to listen more.

Mr. Timothy Knight shared his belief that his role is to listen, be present and address concerns by sharing feedback with the School Committee Chair and communicating one on one when appropriate. He also stated the importance of remaining neutral and not imparting his personal opinion when responding to a concern in a public forum and using it as an opportunity to listen.

Dr. Jeffrey Marsden stated that he understands the hesitance with communication on social media but acknowledged that social media is a primary communication tool for the younger generations and may be a missed opportunity to share information but also correct misinformation.

Ms. Jessica Reilly stated that she is a member of all the Medfield Class Facebook pages and does use that to push out School Committee communication, and does not feel School Committee members should use their personal social media page to share their opinions. Ms. Reilly has attended workshops on this topic offered by the Massachusetts Association of School Committees (MASC) and has learned that when using social media as an elected official it is important to be factual and not to deliberate in public. Ms. Reilly does not want to start a new social media initiative at this time but instead would like to utilize the existing structures in place to push out School Committee communication.

The following ideas were established and discussed

- Continued use of Medfield Class Facebook pages
- The possible creation of a School Committee Facebook Page
- Using Aspen to email the School Committee Agenda out prior to meetings
- Making more use of the district's twitter
- Reinstate School Committee Office Hours
- Developing a strategy to effectively use social media
- Reworking the School Committee Page to be more user friendly

The committee engaged in a discussion about what has worked and not worked in past School Committee Office Hours and listening sessions and acknowledged the importance of creating channels for the community to communicate with the School Committee.

The following tasks were assigned:

- Mr. Timothy Knight is going to create an inventory of current and potential opportunities for communication
- Ms. Jessica Reilly and Ms. Meghan Glenn will be looking at the website for potential updates and reformatting
- Ms. Jessica Reilly will be push out the School Committee communication to the Medfield Class Facebook pages and via Aspen
- Setting School Committee Office Hours for early January 2021
- School Committee members will take turns attending PTO meetings, Site Councils over the next month.

The following next steps were discussed

- Establish a Communication Subcommittee
- Develop a process for public comment at future meetings
- Future Reopening Public Forum after the upcoming conversations with teachers

- Public Forum – improvements to forum format and participation
- Superintendent Parent Advisory
- Develop a long range communication strategy

A motion was made by Mr. Leo Brehm and seconded by Ms. Anna Mae O'Shea Brooke to adjourn the workshop.

A Roll Call Vote was taken to adjourn the workshop.

- Leo Brehm-yes
- Timothy Knight-yes
- Meghan Glenn-yes
- Anna Mae O'Shea Brooke-yes
- Jessica Reilly-yes

The motion passed unanimously.

Minutes Approved by School Committee: March 11, 2021

The meeting was adjourned at 9:22 am.

Respectfully submitted,
Andrea Moores
Secretary