

Baldwinsville Central School District Key Communicators' Network Meeting Minutes – June 15, 2010

The Baldwinsville Central School District's Key Communicators' Network met on June 15, 2010, in the cafeteria of Baker High School. The group met to review its accomplishments for the 2009-2010 school year and discuss other means of expanding district communication and the group's role in the district. In attendance were: Jeanne Dangle, Superintendent of Schools; Bruce Quimby, Director of Athletics; Kelly Cary, School Information Officer; Erin Altieri; Wendy Burke; Jackie DePaulis; Mary Dressel; Eileen Foss; Laurie Noll and Amy Stewart.

Members suggested a stronger link between the group and the district's PTAs could help to expand communications, particularly if a member from each PTA is an active member of the network. Members would also like to see better communication between PTAs and sports booster clubs, particularly regarding fundraiser dates so that they do not occur on the same date or within a short time of each other to give each group a better chance to raise money. Members would like to see all fundraisers on the district's website calendar. Superintendent Jeanne Dangle said inputting the information onto the website calendar is a function of a staff member at each building, so any questions or suggestions regarding this need to be directed to each building's administrator. Bruce Quimby, director of athletics, said booster fundraisers are posted on a website that is linked to the athletic department's page on the district's website.

Superintendent Dangle asked the network members if they felt that one of the group's goals, to reduce rumors in the district, was accomplished. Members felt that rumors have been reduced and they commented that the superintendent's phone and email messages through the ConnectEd system have helped to dispel misinformation in the community. Erin Altieri commented that some families may not be receiving the emails if they do not have high speed internet access. Since it takes longer to download messages with dial-up, some people may be deleting the messages without reading them. Superintendent Dangle commented that 70% of the families in the district's database list an email address.

Superintendent Dangle asked the group what they felt should be the Key Communicators' role for the 2010-2011 school year. Laurie Noll commented that the members should begin sharing information more often with other groups in the community, as well as bring questions from the community to the superintendent's attention.

Erin Altieri suggested asking PAC-98 to scroll Superintendent Dangle's ConnectEd messages on their channel to reach more community members.

Wendy Burke wondered if using Twitter and Facebook would also help to increase district communications. Superintendent Dangle said she is working with technology on establishing a Facebook page.

The group decided that meeting three times a year worked well for 2009-2010 so they should meet three times next year. Superintendent Dangle will establish a September date for the first meeting of the next school year.