

THE GLOUCESTER PUBLIC SCHOOLS

Our mission is for all students to be successful, engaged, lifelong learners.

**Ad Hoc Communications Subcommittee
Meeting Minutes**

Tuesday, April 7, 2020

HELD VIA ZOOM

10:00 a.m.

Members Present

Melissa Teixeira Prince
Laura Wiessen
Samantha Watson

Administration Present

Dr. Richard Safier, Superintendent
Gregg Bach, Asst. Superintendent (10:12)
Grant Harris, IT Director

Also Present

Kathy Clancy
Mayor Sefatia Romeo Theken

I. CALL TO ORDER – Ms. Teixeira Prince called the meeting to order at 10:00 a.m. and noted that a quorum of the School Committee is present at the meeting.

II. REPORTS/DELIBERATIONS/DISCUSSIONS/ACTION

A. Vote for Chairperson – After discussion, on a motion by Ms. Teixeira Prince, seconded by Ms. Watson, it was unanimously

VOTED: By Roll Call Vote

Ms. Watson – yes
Ms. Wiessen – yes
Ms. Teixeira Prince – yes

To appoint Laura Wiessen as chairperson of the Ad Hoc Communications Subcommittee.

B. Vote for Vice Chairperson – On a motion by Ms. Teixeira Prince, seconded by Ms. Wiessen, it was unanimously

VOTED: By Roll Call Vote

Ms. Watson – yes
Ms. Wiessen – yes
Ms. Teixeira Prince – yes

To appoint Samantha Watson as vice chairperson of the Ad Hoc Communications Subcommittee.

C. Establishment of School Committee Facebook Page – Chairperson Wiessen noted that the information she received from MASC mostly relates to social media for individual members. She indicated that she posted a question on ListServe for other districts whose School Committees have a Facebook page and received the following feedback.

- One or two people should be assigned as posters.
- Commenting and direct messaging should be disabled.
- Establish clear guidelines on the kinds of things that can be posted.

Chairperson Wiessen stated that Mr. Harris should be the one who sets up the Facebook page and that it not be connected to any individual member’s personal Facebook account. She sees the purpose of the page as being to amplify messages coming from the administration, other information about the schools, meeting agendas, etc.

There was a discussion about the Gloucester Schools Facebook page, which was set up by Mr. Harris several years ago and contains information that the superintendent sends out to the public. Dr. Safier stated that anything posted on the Gloucester Schools Facebook page could be posted on the School Committee page, as well.

Mr. Harris indicated that the IT Department would create the Facebook page and asked that the posters use their school email addresses to sign up. He stated that all posts going to the new page are required to be archived.

Ms. Teixeira Prince suggested that the subcommittee develop a policy to determine the procedures and expectations of the new Facebook page. Dr. Safier recommended getting legal advice, as well. Ms. Watson stated that the purpose of the page would be for posting information only and not individual members’ opinions and that it would contain information on how to connect with the School Committee through the proper channels.

Ms. Teixeira Prince recommended that this information be reported to and discussed with the full School Committee at tomorrow night’s meeting, with the indication that a draft policy will be forthcoming. In the meantime, information can be posted on the Gloucester Schools Facebook page.

D. Communicating with the Public during School Closure – Chairperson Wiessen requested that the administration quickly send out updated COVID-19 information and guidance from the state to the community. Dr. Safier stated that they are moving as quickly as they can and that he is committed to getting official information out as quickly as possible. There was a discussion about Dr. Safier sending out another “Positive Happenings” email early next week, as well as video messages from the schools.

III. ACTION – See II.A and B.

IV. ADJOURNMENT – On a motion by Ms. Teixeira Prince, seconded by Ms. Watson, it was unanimously

VOTED: By Roll Call Vote

Ms. Watson – yes

Chairperson Wiessen – yes

Ms. Teixeira Prince – yes

To adjourn the Ad Hoc Communications Subcommittee Meeting of April 7, 2020 at 10:52 a.m.

All reference documents and reports are filed in the Superintendent's office.

*Maria Puglisi
Recording Secretary*