

**THE GLOUCESTER PUBLIC SCHOOLS**

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

**Ad Hoc Communications Subcommittee  
Meeting Minutes**

Tuesday, April 28, 2020

HELD VIA ZOOM

4:30 p.m.

**Members Present**

Laura Wiessen, Chairperson

Samantha Watson, Vice Chairperson

**Administration Present**

Dr. Richard Safier, Superintendent (4:52)

Gregg Bach, Asst. Superintendent

**Also Present**

Kathy Clancy (4:37 p.m.)

Aria McElhenny, GEF Exec. Director

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**I. CALL TO ORDER** – Chairperson Wiessen called the meeting to order at 4:30 p.m.

**II. REPORTS/DELIBERATIONS/DISCUSSIONS/ACTION**

**(At this time, the agenda was taken out of order.)**

- B. Collaboration with Gloucester Education Foundation** – Ms. McElhenny reported that the Gloucester Education Foundation (GEF) would like to help the School Committee communicate about great things that are happening in the district by sharing stories on social media. She stated that she is also open to other ideas and indicated that she does not want to burden teachers or administrators at this time to get information from them.

There was a discussion about how Ms. McElhenny would get information about what is happening. She stated that, ideally, one person from each school could send her information by email that she can then share. Mr. Bach noted that he has heard from parents that there is an overload of emails coming from the district at this time and suggested asking teachers to share short video clips highlighting student work that will show the good things they are doing.

Ms. Watson suggested showcasing to the community the opportunities provided by the district, such as the vocational programs and STEM programs. Mr. Bach agreed and indicated that the GEF does a very good job with that. Chairperson Wiessen noted that The Bridge made a video of the O'Maley aquaponics lab and asked if videos like those could be used. Ms. McElhenny indicated that 1623 Studios did a video for GEF last year that could be useful. In the coming year, she would like to look at all of the footage they already have and cut it down into smaller clips that can be shared. Chairperson Wiessen noted that the schools are making "spirit" videos and

suggested sharing pieces of those in emails. Mr. Bach indicated that there are some students whose picture the district cannot share.

Ms. Watson suggested using this opportunity to make a video honor graduating seniors. Mr. Bach thought that was a great idea and noted that the students could talk about the programs they have been involved in. He stated that he will talk to James Cook about the idea and get his permission but indicated that he does not think Mr. Cook will be able to take on another project at this time. Kathy Clancy stated that one of the seniors or a teacher may have some video experience and be able to provide some guidance.

Mr. Bach suggested that the students be asked questions about things like their proudest moment, best memory of a teacher, most enjoyable project, etc. He noted that this would need to be done via Zoom. Dr. Safier indicated that Mr. Cook has been getting information from companies regarding remote graduations and one of those companies may be able to do this project. Chairperson Wiessen stated that another idea would be making a video showing just photos of the students, which would be less work intensive. Ms. Watson suggested sending the seniors four questions, asking them to video themselves answering the questions, and then using their answers as a voice-over while the pictures are shown.

Ms. McElhenny stated that she likes Mr. Bach's idea, which would show positive stories of education and also honor the senior class. She stated that she will contact 1623 Studios about the project.

- A. Draft Social Media Policy for Gloucester, MA School Committee** – Chairperson Wiessen stated that she created the draft policy based on policies in other districts. She reported that Ms. Teixeira Prince reviewed the policy and would like language added that it will be reviewed in six months to address any unknown issues or concerns. There was a discussion about the questions noted at the end of the draft policy, and Dr. Safier recommended getting a legal opinion on those questions from Naomi Stonberg.

Ms. Watson made a motion, seconded by Chairperson Wiessen, to recommend to the full School Committee that we approve a first reading of the Social Media Policy for Gloucester, MA School Committee, to be reviewed in six months to address any unknown issues or concerns. Dr. Safier recommended waiting to get answers to the outstanding questions from Attorney Stonberg before it goes to the full School Committee. Therefore, the motion was withdrawn and the matter was tabled. Chairperson Wiessen stated that she will contact Attorney Stonberg.

**III. ACTION** – None.

**IV. ADJOURNMENT** – On a motion by Chairperson Wiessen, seconded by Ms. Watson, it was unanimously

**VOTED:** By Roll Call Vote

Ms. Watson – yes  
Chairperson Wiessen – yes

To adjourn the Ad Hoc Communications Subcommittee Meeting of April 28,  
2020 at 5:30 p.m.

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

*Maria Puglisi  
Recording Secretary*