

THE GLOUCESTER PUBLIC SCHOOLS

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

**Ad Hoc Communications Subcommittee
Meeting Minutes**

Tuesday, May 5, 2020

HELD VIA ZOOM

4:30 p.m.

Members Present

Laura Wiessen, Chairperson
Samantha Watson, Vice Chairperson
Melissa Teixeira Prince, Member

Administration Present

Dr. Richard Safier, Superintendent (4:34)

Also Present

Jonathan Pope (4:50 p.m.)

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

II. REPORTS/DELIBERATIONS/DISCUSSIONS/ACTION

- A. Social Media Policy for Gloucester, MA School Committee** – Chairperson Wiessen reported that she spoke with Attorney Naomi Stonberg about this draft policy, and the committee reviewed and discussed Attorney Stonberg’s suggestions. Dr. Safier noted that this policy would go into Section B of the School Committee Policy Manual (“School Board Governance and Operations”) and is separate from the social media policy that applies to students and staff. Dr. Safier indicated that File BHE-1, BHEA or BHD could be applied to this policy.

There was a discussion about appointing two School Committee members as designated posters and including an introductory paragraph in the policy.

On a motion by Chairperson Wiessen, seconded by Ms. Watson, it was unanimously

VOTED: By Roll Call Vote

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

To recommend to the full School Committee that we approve the first reading of the Social Media Policy for Gloucester, MA School Committee (see attached).

- B. Collaboration with Gloucester Education Foundation** – Ms. Watson reported that the meeting with GEF and 1623 Studios did not happen yesterday because she has not yet heard from James Cook that he has talked to the Student Council Executive Committee and parent group about the video. Ms. Teixeira Prince suggested that the

School Committee make a video to give to the seniors, and Ms. Watson indicated that School Committee interviews could be incorporated into the video, as well.

Finally, the subcommittee discussed its deliverables.

III. ACTION – See Item II.A.

IV. ADJOURNMENT – On a motion by Chairperson Wiessen, seconded by Ms. Teixeira Prince, 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 May 5, 2020 at 5:00 p.m.

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

*Maria Puglisi
Recording Secretary*

Social Media Policy for Gloucester, MA School Committee - 5/5/20

In its efforts to engage the Gloucester community, the Gloucester School Committee has developed this social media policy with the goal of providing timely information about Gloucester Public Schools and the proceedings of the School Committee.

1. Messages posted to an official social media account must be:
 1. Information coming directly from the Superintendent or others in the administration.
 2. Information on meeting times, locations, agendas, etc. This may include not only School Committee and subcommittee meetings, but also School Building Committee, City Council, and other meetings relevant to Gloucester Schools.
 3. Articles containing information about school programs.
 4. Amplify Gloucester High School or other Gloucester Public Schools' periodicals, other school social media (including Parent Teacher Organization accounts).
2. The School Committee will appoint two School Committee members to be designated posters. They will work in coordination with each other and the Gloucester Schools Director of Information Technology. If other School Committee members want posts on the page, they will send to designated posters.

3. There will be NO deliberation of any kind, nor School Committee positions on outstanding issues, represented on this page.

4. Facebook:

1. Page set up as a public page with comments turned off for posts (there should be no discussion on these posts, these are for information only).

2. Direct messages will be discouraged, there will be an automatic response that offers School Committee email addresses, as well as instructions on how to speak at a School Committee meeting, as the ways to contact the School Committee.

3. Page will be set up by Gloucester Schools Director of Information Technology and will be linked with the Gloucester Schools system. The School Committee page will NOT be linked to any single member's personal page.

5. Any changes to or deviations from these rules must be voted on by the School Committee.