## **BRANFORD BOARD OF EDUCATION**

## **Communication Committee Minutes**

DATE: April 26, 2023 LOCATION: Branford High School Lower Media Center

185 Main Street, Branford, CT

**SUBJECT:** Communication Committee

ATTENDANCE		
HERE	ATTENDEE	AFFILIATION
Y	Meredith Gaffney, Committee Chair	Board of Education
Y	Peter Berdon	Board of Education
Y	Cristina Cantu	Board of Education
Y	Meaghan DeLucia	Board of Education
Y	Ellen Michaels	Board of Education
Y	John Prins	Board of Education
Y	Dr. Tim Raynor	Board of Education
Y	Laura Troidle	Board of Education
Y	Marie Watson	Board of Education
Y	Hamlet M. Hernandez, Superintendent	Central Office
N	Rachel Sexton, Assistant Superintendent	Central Office
Y	Don Neel, Chief Operating Officer	Central Office
Others pre	sent:	

### **BUSINESS ITEMS**

### ITEM DESCRIPTION

#### **CALL**

**01** Meeting was called to order at 6:09 PM by Peter Berdon.

### **PUBLIC COMMENT**

Gregg Jerolman, Branford resident, spoke about last week's Personnel & Finance Committee, paraprofessionals, with holding information, fundamental problems, the Ferguson report, Mr. Berdon and addressing problems.

Kevin Reiss, Branford resident, spoke about school safety, more resources in the schools, risks, costs, an armed guards in a school and recent shooting in the news.

### **APPROVE MINUTES**

MOTION (DeLucia/Troidle) to approve the minutes from the March 15, 2023 Communication Committee Meeting.

APPROVED UNANIMOUSLY

## **DISCUSSION/UPDATE ITEMS**

#### 03 A. COVID-19 and Social Media Metrics

In his updates this evening Superintendent Hernandez discussed the following; the upcoming WIS Free COVID Vaccination Clinic (April 29<sup>th</sup> and May 20th), reported cases in BPS, the average daily attendance, overall social media metrics for February and March (13.1k total impressions and 1,558 total engagements, 46 posts, 63 follower increase and 1,171 total followers), Facebook metrics (8,951 impressions, 1,194 engagements, 36 new followers with 543 total followers), Facebook metrics (7,232 impressions, 1,186 engagements, 27 new followers and 570 total followers), Facebook top posts (BPS Summer Program – 1,245 impressions, 255 engagements and WIS Music Teachers – 819 impressions,

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## **DISCUSSION/UPDATE ITEMS** (Continued)

116 engagements), Instagram metrics (4,306 impressions, 302 engagements, 28 new followers and 501 impressions, 70 engagements, 8 new followers, 100 total followers and 3.83% average engagement rate), Twitter top posts (Access Graduation – 617 impressions, 28 engagements and WIS Music total followers), Instagram top posts (District Closed February 21, 2023 – 604 impressions, 71 engagements and BPS Summer Program – 526 impressions, 31 engagements), Twitter metrics (1,580 Teachers – 120 impressions, 13 engagements) key takeaways and going forward.

### 04 End of the Year Events

Superintendent Hernandez spoke about graduation (June 14), the June Full BOE meeting, a date for the Strategic Coherence Plan, CABE's availability.

# 05 MTM Principal Update

Superintendent Hernandez spoke discussed the following; May 2<sup>nd</sup> and May 3<sup>rd</sup> Committee interviews, Dr. Tranberg's availability, the applicant pool, the candidate selection process and recommendation.

### **ADJOURN**

**06** MOTION (Prins/Watson) to adjourn. APPROVED UNANIMOUSLY

Mr. Berdon adjourned the meeting at 6:34 PM.

The next Communication Committee Meeting will be held on May 17, 2023 at 6:00 PM in the WIS Cafeteria.

Respectfully submitted, Meredith Gaffney, Secretary Prepared by, Kerry Eyrich