

WESTBROOK BOARD OF EDUCATION
EDUCATE, CHALLENGE, & INSPIRE

WESTBROOK BOARD OF EDUCATION Thursday, April 29, 2021 @ 6:00 p.m. Communications and Marketing Subcommittee Google Meet
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MINUTES

Members Present: MaryElla. Luft, Michelle Brigham, Zachary Hayden

Absent: Mike Esposito

Also Present: Superintendent Kristina Martineau

- I. **CALL TO ORDER:** Superintendent Martineau called the Communications and Marketing Subcommittee to order at 6:00 p.m.
- II. **PURPOSE OF COMMITTEE** – Historically, there was a Communications Subcommittee of the BOE, which usually met prior to regular BOE meetings. The purpose of this newly formed committee as discussed is to promote and market the district; form a district wide marketing plan and suggest improvements for the WPS website; possibly create an internal publication; and submit articles to *Harbor News*.
- III. **COMMITTEE CHAIR:** Mary Ella Luft was appointed the Chair of the Communications and Marketing Subcommittee – **MOTION** by M Brigham and **SECOND** by Z. Hayden.
- IV. **PROPOSED MEETING DATES - 2021-2022**
Proposed meetings: 9/30/21 @ 6 p.m.; 11/18/21 @ 6 pm; 1/29/22 @ 6 pm; 3/27/22 @ 6 pm
- V. **NEXT MEETING DATE:** May 27th @ 6:00 P.M.
A. Agenda Items: Discuss and Recommendations: June Communications
 - Program of Studies
 - Career Pathways
 - Colleges
 - Graduation (Profile of 2021)
 - New Staff
 - Awards
- VI. **ADJOURN** – **MOTION** by Z. Hayden to adjourn at 6:34 p.m. **SECOND** by M. Brigham

Approved: May 25, 2021

