



## Building Committee

CROMWELL MIDDLE SCHOOL

RECEIVED FOR RECORD  
Apr 25, 2022 09:00A  
JoAnn Doyle  
TOWN CLERK  
CROMWELL, CT

### Meeting: CMS Building Committee Communications Sub-committee

Date: Wednesday, April 6

Time: 6 p.m.

Place: CHS media Center / Zoom

### REGULAR MEETING AGENDA

I. Call to Order at 6:05 P.M.

Note: The Communications subcommittee gathered at Cromwell High School - but the building was not open and the reserved room was not available. The meeting was moved to Zoom.

II. Roll Call

Shannon Hughes-Brown, Heather Jacobs, Jessica Lamb

III. Review Agenda

IV. Review March 27 Meeting Minutes - Reviewed and approved

V. Review March 28 Meeting Minutes - Reviewed and approved

VI. Public Comments - No Public Comments

VII. New Business

A. Chairperson's Update

Website is in a good place now, and keeping social media maintained, discussed metrics

DTC presentation was very positive

RTC was positive, and had some very good questions as well, central office came up as a topic

- o Recommendation: add question to FAQs, what functions does the central serve and why is it tied to the school?

Need clarity on quiet period, could be earlier than we anticipated (Possible date, starting May 11)

We were informed that a PAC will be set up for the Building Project

Discussed upcoming events and where we would present and/or provide flyers

Discussed what types of materials we need

- Trifold board, using presentation for trifold
- Flyers to hand out
- QR Codes on display
- Book
- Gator board images of building & arial layout

#### B. Review Monthly Calendar

##### Open House

- Sub-Committee needs help from other committee member
- Jessica to reach out to Ann Cocchiola (possible dates, May 3 (preferred) or May 5)

April 13<sup>th</sup> meeting will discuss "tri-board" meeting on 4/19

#### C. Provide metrics for Facebook follows / reach, Instagram follows, newsletter subscriptions, event reach, website metrics

See below metrics

Heather is looking into metrics for website views.

#### D. Outline poster for community events

- Trifold board, using presentation for trifold
- Flyers to hand out
- QR Codes on display
- Book with Tecton presentations
- Gator board images of building & arial layout
- Will reach out to Tecton to see how they can support with images/materials

#### E. Discuss possible social media content to promote the project

Talked about social media content to reach community, including "did you know?" theme

#### F. Constant Contact / Digital newsletter

Constant Contact digital newsletter, send every two weeks on the Sunday/Monday before each meeting

Heather will maintain contact list as people sign up via the Building Committee updates google form

#### VIII. Comments, Updates and Announcements from Committee Members

Proposed some options to reach all community members, as opposed to using the current mailing proposal – possible post card. Shannon will speak with Rosanna.

#### IX. Adjournment at 7:30 p.m.

**Communications Metrics: March 29 to April 4**

<b>Tactic</b>	<b>Total</b>	<b>Reach</b>	<b>Total Followers If applicable</b>
Community Presentations	4 ECS/WIS PTO, DTC, RTC, GS Service Unit	88	
Facebook	9 posts	1,450 reach 556 post engagements	224 Followers
Digital Newsletter	1 email	55% opened 10% Clicks	66 Subscribers