



## Public Relations Subcommittee Special Meeting

March 31, 2021 6:00 PM  
Via Zoom Teleconference

### Attendance Taken at 6:00 PM:

#### Present Board Members:

Catherine Staunton  
Jason Adler  
Christopher Passante

### 1. Opening Exercises

#### 1.A. Roll call

Discussion:

Also in attendance were Superintendent O'Donnell and Assistant Superintendent Famiglietti.

#### 1.B. Pledge of Allegiance

Discussion:

All stood to recite the pledge of allegiance.

### 2. Review of Budget Newsletter

Discussion:

Superintendent O'Donnell shared a template and components of the Clinton Board of Education Budget Brief that is intended to be sent out this week to share information about the BOE budget and a reminder about the Budget Public Hearing on April 7, 2021. The subcommittee provided feedback and suggestions that will be implemented for the final draft.

### 3. Review of Website Survey Data Results

Discussion:

M. Famiglietti provided an update on the survey results from the survey about the district and school websites. He shared an overview of the students, staff, and parents general results which included the frequently visited topics and content on the websites. The website will be refreshed this summer with a new look and in response to the stakeholder feedback.

### 4. Branding Initiative Update & Timeline

Discussion:

M. O'Donnell shared an overview of the work being done on the rebranding rollout and the updated timeline for implementation. Currently, the district team is working on signage, letterhead, websites, publications, weekly blast templates, uniforms, and overall implementation of our new branding. The work will continue through the summer with a kick-off as we open the 2021-2022 school year in August.

### 5. General Discussion

Discussion:

None.

### 4. Adjournment

Discussion:

Meeting adjourned at 7:11 PM

Respectfully submitted by M. O'Donnell