

MASCONOMET REGIONAL DISTRICT SCHOOL COMMITTEE

Community Relations Subcommittee Working Meeting - MINUTES

Friday, January 10, 2025 – 1:30pm - Central Office Administration Building

Community Relations Subcommittee Purpose: to unify the tri-town community through an ongoing dialogue with residents that broadens the community's knowledge of Masco, increases engagement, and enhances our understanding of the community's needs.

Present: Erica Clements, Adrienne Heaphy-Tenney, Superintendent Mike Harvey, Assistant Superintendent for Student Services - Brad Denton

- A. Call to Order: 1:35pm
- B. Approved Community Dialogue [Minutes from 11/13/24](#)
- C. Discussed the approach and formation of an anonymous Community Feedback Survey to better understand public perception of the district and why families/students chose/don't choose Masco,
 - a. Discussion focused on the best way to finalize survey questions, determine audience, and optimize timing and delivery. Key considerations were:
 - Potential overlap with recent SQM survey effort launched in January 2025 by Masco administration. Results from that effort are anticipated in February 2025. Dr. Harvey will provide SQM results as an input to help refine this survey.
 - An increase in applications to Essex Tech and a recent culture shift toward education and careers in the trades. Community Relations subcommittee will coordinate a site visit to Essex Tech to better understand the academic setting and opportunities for complimentary offerings.
 - b. Community Feedback Survey questions will focus on several topics and will require further refinement based on SQM survey results:
 - Quality of instruction/academics
 - Student culture
 - Student services (IEP, 504, guidance, etc.)
 - Family partnership
 - Communication
 - Masco strengths and opportunity areas
 - c. Several audience segments are under consideration and will be refined through additional discussion:
 - Current Masco students
 - Current Masco parents
 - Former Masco students/parents
 - Opted out of Masco students/parents

- Current Masco staff
 - All other community members/write in
- d. Decisions/Next Step:
 - Coordinate site visit at Essex Tech
 - Review/discuss SQM results in a February/March agenda pending timing of release
 - Refine Community Feedback Survey questions based on SQM results
 - Maintain Community Feedback Survey updates as a standing agenda item to maintain momentum
- D. Prepare a steady communications plan for the upcoming budget season.
 - a. Discussion focused on potential cadence, focus areas and use of Masco interns to support planning and short term execution
 - b. Draft communications approach:
 - Strategy / Goal: Educate constituents on proposed budget through enhanced engagement to ensure early feedback and buy-in across member towns
 - Audience: All Tri-town residents
 - Possible Channels: Social medial, Mail, In person sessions, SMS, Outbound calls
 - Delivery: Social, Mail and In-person to be driven by Community Relations subcommittee; SMS and Outbound calls are only available to Masco admin and will be driven by them in partnership with the School Committee
 - Message: Educate the community on the impacts of level service funding or shortfall, and strategic requests. Community Relations subcommittee is aligned on drafting content in collaboration with the DCI subcommittee but recognizes messaging can only be released with admin approval.
 - c. Per Dr. Harvey, interns are a feasible option with some oversight and coordination. Masco student sites are due early February.
 - d. Next steps:
 - Draft job description for Masco interns and submit to admin by 1/31
 - Confirm intern availability
 - Coordinate next steps for photo/video permissions and site visits with admin
- E. Plan for a communications recap to coincide with DCI, building updates and all necessary updates related to information that will be presented at future town meetings.
 - a. Next Steps:
 - Coordinate working session immediately after budget preso
 - Coordinate Community Relations subcommittee attendance for all DCI meetings
 - Coordinate with DCI, chair and admin on priorities, talkings points, and use cases
- F. Draft schedule for upcoming “open community dialogue” sessions
 - a. FEB. 26 (Wed)
 - b. MARCH 19 (Wed)
 - c. APRIL 30 (Wed)
- G. Draft schedule for upcoming CR Working Meetings.

- a. Proposed 2 week cadence to be formalized and published ASAP
- H. Schedule an in person Masco building tour for the Community Relations subcommittee.
 - a. Next Step: Coordinate site visit in proximity with Essex Tech site visit
- I. Adjournment: 3:00pm

The matters listed for the meeting are those reasonably anticipated by the Chair. Some items listed may not be discussed, and other items not listed may also be brought up for discussion to the extent permitted by law.

Upcoming Meetings: Please refer to the “[Public Meetings](#)” page on the Masconomet Website for a list of upcoming meetings and agendas.

School Committee meeting minutes are not intended to be a transcription of the meeting. All meeting agendas, minutes and materials are posted on-line at:

<https://www.masconomet.org/domain/53>