

Approved on Monday, November 16, 2015

Community Relations Subcommittee Minutes

Monday, November 2nd

Present: SC: Cindy Starks, Jennifer Susse; APS: Dr. Kathleen Bodie, Dr. Laura Chesson, Julie Dunn; Other: Al Hiltz, Sarah Hugenberger

Absent: SC: Judson Pierce

Called to order 5:00 PM

No Public participation.

1. Next Steps: Outreach to the Community on Enrollment

Ms. Susse presented a compilation of enrollment options gathered from the APS, SC and members of the community. We decided that we would collect options under the purview of the Community Relations Subcommittee, but that a discussion of those options is best done at Facilities or by the newly formed Task Force.

We discussed holding another community-wide meeting on our enrollment challenges, which may or may not appropriately be called a Charrette. We tentatively discussed the format of a public meeting, and agreed that it should be different from the SC meeting that was held in Town Hall in September.

Dr. Bodie thought we should wait until after we heard from the MSB about the High School, which both she and Dr. Chesson thought would be shortly after they meet on December 16th. We agreed that early January would be a good time. Besides avoiding the holidays, holding the meeting in early January allows the Task Force to meet a couple of times, is before the Special Town Meeting on January 25th, and is still before any major decisions will have been made. Dr. Bodie pointed out that decisions about temporary modulars will need to be made in January. Ms. Susse reiterated that it is very important that the community is involved in the larger decisions. Ms. Starks said that she wishes she had a better understanding of our constraints and how Dr. McKibben's numbers compare to our October 1st 2015 numbers.

2. Dashboard/Website Design

Ms. Susse presented a list of websites she had found that have a better design than ours. Dr. Bodie argued that APS actually has more information on their site, though it is not organized well. Ms. Dunn pointed out that the sites that look especially professional are all *content managed sites*, which they have decided against using because they are very expensive (about 35K to design + 5K yearly to host), the process takes a long time, and there was concern with having the site hosted on an outside server. Ms. Dunn and Dr. Bodie said they would have a

version of the in-house designed web site for us to look at and comment on sometime in December.

Ms. Starks argued that APS should take over the school websites, which are designed, run, and managed by volunteers at each school. Dr. Bodie claimed that we do not currently have the staff capacity to take over the management and design of those websites, and that we would have to add staff to take this task on. We talked about potentially adding such a request during the budget process.

3. First Read: Parent/Survey Results

Ms. Susse presented a two page summary of the results of last year's 68-question survey. Ms. Starks argued that we should not separate out "positive" and "negative" results. She worries about presenting negative results for things which we have no ability to change. Ms. Susse argued that we should be honest about our problems, even if those problems are not unique to Arlington. The committee agreed that Ms. Susse would take another stab at the survey and present it at our next meeting.

Next meeting scheduled for Monday, November 16th at 5:00.

Meeting adjourned at 6:20 PM.

Respectfully submitted,
Jennifer Susse
Chair, Community Relations Subcommittee

Attachments:

- Ottoson School Proposal
- Options for Enrollment Growth
- Dashboard and Webpage Examples
- Parent Survey Results