

PRESENT: Mrs. Drummond, Ms. Hardiman and Mr. Piliouras

ABSENT: none

ALSO PRESENT: Ms. Jiava, Ms. Leddy, Mr. Lolkema, Ms. Makris, Ms. McNamara, Mr. Pochintesta, Mr. Shravah (via Skype), and Ms. Zimmerman

Mrs. Drummond called the meeting to order at 7:02 p.m.

CALL TO ORDER

1.) Discussion of district website

WEBSITE  
DISCUSSION

Based on questions raised at the committee's first meeting, a discussion of the website was undertaken with Mr. Lolkema present to provide information.

Issues discussed included: the website's general organization and ease/difficulty of use; who administers the site and individual pages; how much flexibility the district has to change the appearance and functionality of the site; items that should be included on the site; how privately owned websites on district-related matters (e.g., team, club, and individual/group citizen pages) affect the public's perception of the WCSD.

The committee agreed that the website and its individual pages should be intuitive to use, standardized as much as possible, and should present a cohesive image of a unified district. A variety of general suggestions were made for improvement of the site and Mr. Lolkema noted that the fundamental setup and organization of the site might be outdated and improving it to accommodate the suggestions might mean asking the vendor to change the design.

Mr. Pochintesta suggested looking at websites of other districts in the region to determine the ideal versus the WCSD's current reality.

To that end, assignments were undertaken for review of the individual school pages on the WCSD site, as well as other districts in the area, as follows: Ms. Drummond: WCSD sports; Ms. McNamara: RCK & WJHS; Ms. Hardiman: JJ & VWJHS; Ms. Zimmerman & Ms. Leddy: All WCSD elementary schools; Ms. Jiava: PTA pages; Mr. Piliouras: Westchester County schools; Ms. Makris: Dutchess County schools; Mr. Pochintesta: Greenwich schools.

2.) Discussion of revised charter

CHARTER  
DISCUSSION

The committee reviewed the revisions made to its draft charter and discussed additional minor alterations.

It was decided that the number of members should be no fewer than six and no more than 15. It was suggested that the committee should have representation from each building, principals, curriculum directors, transportation, fine arts, PTA Council, and members of the public, particularly a parent new to the district. It was stressed that all of these stakeholders need not attend each meeting but are welcome to take part as often as they like.

COMMITTEE  
COMPOSITION

Upcoming meetings are scheduled for Tuesday, September 24 at 7 p.m. and Monday, September 30 at 7 p.m. Both meetings will take place in the Board Room at district offices.

FUTURE  
MEETINGS

Meeting was adjourned at 8:15 p.m.

ADJOURNMENT

Respectfully submitted,

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Norma Drummond  
Committee Chair



Sept. 12

Public Relations Committee Meeting