

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

ABSENT: none

ALSO PRESENT: Ms. Jiava, Ms. Leddy, Ms. Makris, Ms. McNamara, Ms. Mead, Mr. Shravah (via FaceTime), Mr. Thomas, and Ms. Zimmerman

Mrs. Drummond called the meeting to order at 7:00 p.m.

CALL TO ORDER

1.) Reports on website review

WEBSITE
REPORTS

Members reported on their individual reviews of the WCSD website and other school district sites, a project undertaken at the last meeting with the intention of determining the ideal website versus the WCSD's current site.

Mrs. Drummond, Ms. Jiava, Ms. Zimmerman, Ms. Hardiman & Ms. McNamara had each volunteered to examine various aspects of the WCSD site. Collectively, their reports reflected many positive aspects, but also pointed to an overall lack of consistency among pages devoted to individual schools, PTAs, athletics, and staff. Broken links, absent or outdated information, buried information, and confusing navigation were among the primary problems noted.

Mr. Piliouras and Ms. Makris had volunteered to seek out best practices on other school district websites in Dutchess County and beyond. Mr. Piliouras explored eight districts in Westchester County and Ms. Makris visited six Dutchess County district sites, as well as six award-winning websites from other parts of the country. Collectively, their reports pointed to a number of positive additions that could be made to improve the Wappingers site, including slide shows, videos, teacher blogs, a motto/mission statement, additional information, a social media presence, and easy-to-find links to pertinent information.

Upon hearing the reports, the committee's consensus was that the WCSD site should be devoted to what Mr. Piliouras called a "celebration of achievement," while still providing comprehensive information for families and the community.

All members were asked to submit their written reports to Mrs. Drummond for inclusion in the committee's final report. Mrs. Drummond also asked each member to find two websites from any type of

organization (e.g., business, higher education, etc.) that they felt portrayed the group's message well through the site's design.

2.) Charter revisions

Based on concerns raised by trustees at the 9/23/13 Board of Education meeting, the committee removed two bulleted points from the revised charter, both pertaining to the qualifications of members.

CHARTER
DISCUSSION

Mrs. Drummond praised the committee members for their efforts in reviewing websites and Mr. Shravah also expressed positive feelings about the group's work.

GENERAL
DISCUSSION

The next meeting is scheduled for Monday, September 30 at 7 p.m. in the Board Room at district offices.

FUTURE
MEETINGS

Meeting was adjourned at 8:32 p.m.

ADJOURNMENT

Respectfully submitted,

Norma Drummond
Committee Chair



Sept. 24

Public Relations Committee Meeting