

# **Wappingers Central School District Community Communications Committee Charter**

The Board of Education of the Wappingers Central School District established a Community Communications Committee for the current school year to assist the Board of Education with the promotion of information and accomplishments of the District. The role of the committee shall be advisory.

## **2019-2020 Goals**

1. Review and make current the District's Communication Plan.
2. Review the various back to school welcome packets and make recommendations as to the future distribution of such information.
3. Review the efficacy of information availability, display / format, and consistency across the various District and School Building websites and make recommendations to improve accessibility.
4. Draft communication templates to be used to make WCSD families aware of potential changes in how information will be distributed.

## **Purpose**

The Community Communications Committee shall provide independent advice, assistance, and recommendations to the Board in the oversight of the promotion of important information to disseminate to the public and District stakeholders. The Committee will assist in developing/reviewing the District's communications plan. Furthermore, it will assist at the request of the Board of Education with adherence to District Policy 1000 – Community Relations, and District Policy 1100 – Public Information Program.

## **Composition and Requisite Skills**

The Wappingers Central School District Community Communications Committee is comprised of 2 or 3 Board Members, the President of the Board of Education ex-officio, the Assistant Superintendent for Compliance and Information Systems, the Director of Public Relations, Evaluations and Business Education, Public Information Specialist and no more than 2 community members. Said members may include Wappingers Central School District taxpayers, teachers, parents, and building administrators. The public members of the Committee shall be appointed by the Board of Education members of the Committee. The Committee

members collectively should preferably possess knowledge in communications, public relations, media services and/or knowledge and awareness of social media programs.

### **Duties and Responsibilities**

The duties and responsibilities of the Wappingers Central School District Community Communications Committee include the development/review of the Communications Plan, analyzing and making recommendations regarding: the timeliness of information; current and potential avenues of information distribution; ways to capitalize on opportunities to inform the public about the District's accomplishments as well as the rationale for Board and District decisions, and other important information.

### **Meetings and Notification**

The Wappingers Central School District Community Communications Committee shall meet a minimum of four times per year. An agenda of each meeting should be available in advance with supporting documents, as reasonable for review and consideration. The Committee shall give notice and prepare minutes of each meeting. At a minimum, the minutes will include the meeting date and time, attendance and summaries of topics discussed and will be available on the District website.

### **Decision-Making Process**

All recommendations shall be reached by vote of a simple majority of the total membership of the committee. A quorum constitutes a simple majority of the total membership and while business may be conducted, no votes shall be taken unless a quorum is present.

### **Reporting**

The Committee will report to the Board of Education through its minutes and provide additional information upon request.

### **Attachments:**

District Policy 1000 – Community Relations

District Policy 1100 – Public Information Program