

The Randolph Township Board of Education Communications Committee held a meeting on Tuesday, November 19, 2019 at 6:00 pm Randolph High School Library, 511 Millbrook Avenue Randolph, New Jersey.

### **CALL TO ORDER**

Committee Chair Joseph Faranetta called the meeting to order and read the following statement:

The New Jersey Open Public Meetings Law was enacted to ensure the right of the public to have advance notice of and to attend the meetings of public bodies at which any business affecting their interests is discussed or acted upon. In accordance with the provisions of this Act, the Randolph Township Board of Education has caused notice of this meeting to be published by having the date, time and place thereof posted in The Daily Record. It is also posted in all district schools as well as the Randolph Township Municipal Building.

### **ROLL CALL**

The following Board members were present: Susan DeVito, Allison Manfred, Robert A. Soni, Jeanne Stifelman and committee chair Joseph Faranetta.

Other Board members arrival time: Tammy MacKay 6:05, Dorene Roche 6:06 and Ronald Conti 6:27.

The following administrators were present: Jennifer Fano, Superintendent, Gerald M. Eckert, School Business Administrator/Board Secretary, Stephen Frost, Assistant Business Administrator/Assistant Board Secretary. Director of Communications and Digital Media Matthew Pfouts was also present.

Three members of the public were present.

### **PLEDGE OF ALLEGIANCE**

### **NEW BUSINESS**

- *Philosophy and Goals*

Mr. Pfouts introduced himself and his background. He elaborated on the goal of creating ESPN and Vogue level communications and reaching those with no connection to the district.

To accomplish this goal, there is a recognition that Mr. Pfouts is a single person and must work around that fact.

- *Calendar Content Update*

The goal is to create content mapping, where we structure articles around major content areas so that there is less freeform structuring.

Mr. Pfouts noted his discussions with the Athletic Department about student managers and content development.

The committee discussed copyright rules with regard to streaming videos.

Mr. Pfouts discussed college acceptance accolades and how they can be used to celebrate our students.

There is communication with the journalism students to identify and write stories that can be promoted.

Mr. Faranetta asked whether there is an effort to engage and discuss alumni. Mr. Pfouts detailed his articles in process and plans to further engage alumni.

- *Social Media Stat Update*

Mr. Pfouts provided an overview of social media results over the past five months. He noted more followers had been reached on Facebook in the past four months than all of the prior school year.

The content with the highest reach come from the high school and that content can be used to further the reach of other types of content.

A resident and Mr. Pfouts engaged in a discussion of social media demographics.

Dr. Soni asked about the use of platforms and whether staff was directed to use a certain platform. Ms. Fano replied that there was no direction.

Ms. Stifelman asked if the goal was to inform or promote the district. Mr. Faranetta answered that there is a different discussion about board communications and those that celebrate student accomplishments.

- *Website*

Mr. Pfouts discussed the goal in creating a new district website.

## **PUBLIC STATEMENT**

A resident was very happy to hear that there are thoughts about improving the website.

## **ADJOURNMENT**

Board Vice President Joseph Faranetta moved a motion seconded by Board member Allison Manfred to adjourn the meeting. Board members present all in favor.

The Board adjourned the meeting at 7:08 pm.

Respectfully submitted,

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Joseph Faranetta  
Communications Committee Chair