



**RANDOLPH TOWNSHIP SCHOOLS
BOARD OF EDUCATION
BOARD COMMITTEE REPORT**

The Board Secretary should receive this report one day after the meeting is held for distribution to the entire Board.

Committee: Communications Chairperson: Mr. Joseph Faranetta

Date of Meeting: 11/19/19 Time: 6:03pm 7:15pm
Start End

Board Members in Attendance	Susan DeVito Jeanne Stifelman Joseph Faranetta, chairperson Allison Manfred Robert Soni Tammy MacKay (6:05) Doreen Roche (6:06) Ron Conti (6:27)
Administrators in Attendance:	Jennifer Fano, Superintendent of Schools Gerald Eckert, Business Administrator/Board Secretary Stephen Frost, Assistant Business Administrator/Assistant Board Secretary Matthew Pfouts, Director of Communications and Digital Media
Other:	3 members of the public
Business Discussed	<p>CALL TO ORDER</p> <p>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 on the district website.</p> <p>ROLL CALL</p> <p>PLEDGE OF ALLEGIANCE</p> <p>NEW BUSINESS</p> <ul style="list-style-type: none"> o Philosophy and Goals <p>-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.</p>

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

o 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 Dept. about student managers and content development.

-The committee discussed copyright rules with regards 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.

o 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.

o 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 at 7:08

Pending Business:

Recommendations:	
Liaison Highlight:	

Contact person for additional information:

Name: Joseph Faranetta email: _____

Next Meeting:
Date: _____ Time: _____ Place: _____

Possible Topics:

Signature of Preparer

Date

Revised: 09-26-17