

# Community Relations Committee

**Subject:** CR Meeting Notes – 2/17/2017

## **Attendees:**

- Joe Hammer
- Denise Kline (phone)
- Robert McGarry
- Eileen Briamonte
- Chiung-Yin Liu

## **Agenda/Notes**

### ★ District Brand Identity

- Met with Martin Mannion and discussed “branding” our district. This ties in with efforts to eliminate multiple mascots and “H” logos.
- We discussed doing research initially with various community members. This might include surveys, interviews and focus groups.
- Focus groups would include:
  - current and former students starting as young as 8th grade
  - current and former parents of those students
  - students who opted out of Holmdel high school
  - students who left and returned to Holmdel
- After research is gathered we will have a workshop with administration, teachers, parents, BOE members and other school employees to have develop our “brand”
- Mr. Mannion has offered his services free of charge.

### ★ Website

- Dr. McGarry researched FinalSite’s library of website designs and offered two website templates from FinalSite for further review. We plan to start the web redesign shortly after we conclude the workshop phase of our “branding” effort.

### ★ 2020 Initiative

- Talked about changes to the referendum. Discussed that the ad hoc committee will meet on 2/22 to receive a broad overview of the vision for the referendum.

### ★ Actions

- Gather names and contact information for branding focus group
- cost/feasibility associated with video recording BOE mtgs, Dr. McGarry and Anthony

### ★ Next Meeting: 3/13 at 9:00 am