



**NOTICE OF THE MEETING OF THE  
CONNECTIONS COMMITTEE MEETING  
SCHOOL DISTRICT OF NEW LONDON  
Wednesday, October 13, 2021**



**PURPOSE:**

The purpose of this committee is to advise and ensure practices that form connections and communicate with stakeholders in order to enhance and develop relationships, gain understanding, and provide further communication with the community.

**RESPONSIBILITIES:**

To support and achieve the purpose of the Connections Committee the following actions will be considered by the committee:

- Develop methods to seek stakeholder voice
  - Survey(s)
  - Linkage opportunities
    - Connecting with various segments of the community seeking input and targeted feedback
- Communicate effectively and efficiently with stakeholders
  - Web
  - Newsletters
  - Social media
  - newspaper
- Link communication media with city organizations as appropriate
  - Economic development
  - City government
  - Parks and recreation
  - Chamber of commerce
  - Other
- Support/integrate with district initiatives as appropriate (i.e. referendum)
- Share information and/or recommend action to the Board of Education as appropriate

Public notice is hereby given, as required by law, that the meeting of the Connections Committee of the School District of New London will be held on **Wednesday, October 13, 2021**, at **4:00 p.m.** at the District Administration Building, 901 West Washington Street, New London, Wisconsin 54961.

Matters to be taken up and discussed at this meeting are as follows:

- A. Digital Spectrum Reach-District Digital Traffic Review
- B. Facebook Usage Report
- C. District Webpage Usage Report
- D. District Parent Advisory Council
- E. Review of PR Efforts and Potential PR Initiatives