

ARLINGTON PUBLIC SCHOOLS
School Board Retreat
September 15, 2018

Item C-1-d

The Arlington School Board convened in a retreat on Saturday, September 15, 2018, at 8:30 AM at 2110 Washington Blvd., Arlington, Virginia.

Present were:

Reid Goldstein, Chair
Tannia Talento, Vice Chair
Barbara Kanninen, Member
Monique O’Grady, Member
Nancy Van Doren, Member

Also present were:

Dr. Patrick K. Murphy, Superintendent
Linda Erdos, Assistant Superintendent, School and Community Relations
Catherine Ashby, Director, Communications
Kerri Wilson, VSBA Presenter

Mr. Goldstein called the meeting to order and Ms. Talento facilitated an ice breaker activity. Mr. Goldstein provided a brief overview of the first topic, communications strategies for Board messaging. Ms. Wilson, Ms. Ashby and Ms. Erdos presented various aspects of communications related to media and public relations management and practices. The presentations were followed by a question and answer period and discussion of how to best manage communications to and from the Board.

After a brief lunch break, the Board then held a conversation about the constituent management system being implemented by Board staff to manage communications and ensure responsiveness. Board members discussed how messages, particularly emails, are managed, responded to, and made available for Board member review.

The meeting adjourned at 2:00 PM.

ATTEST:

Melanie Elliott, Clerk
Arlington School Board

Reid Goldstein, Chair
Arlington School Board