



# HOLMDEL TOWNSHIP PUBLIC SCHOOLS

*"A COMMITMENT TO EXCELLENCE"*

*Office of the Superintendent of Schools*

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## **Community Relations Committee Meeting**

5:30 PM - May 17, 2022

### **I. OLD BUSINESS ITEMS**

#### **A. Qualtrics Update**

Dr. Cascone informed the committee that the district has issued a purchase order for the Qualtrics survey software. Dr. Cascone engaged in an introductory video conference with the account representative last week and is forming a small implementation team in the district. A more in-depth video conference for training purposes will be scheduled for next week. Dr. Cascone's intention is to launch the platform in June in order to gather feedback from the parents, staff, and students with regard to perceived areas of focus for the district. This survey data will help inform the board's goal setting at the June 25 retreat, as well as the administrative retreat scheduled for July 6.

#### **B. Town Hall Debrief**

Dr. Cascone briefed the committee with regard to the health education Town Hall which was held last week. The feedback received from the participants in the session was positive. They appreciated the opportunity to engage in this conversation publicly and transparently. The approach which has been communicated to the community seems to have been well received by most and has, at least for the time being, quieted down the public dissent. Dr. Cascone will keep the board updated and the projected timeframe for sharing the revised programming with the community will be early October of next school year.

#### **C. Board meeting video**

The committee engaged once again in a conversation about the proposed approach for the board to utilize relative to posting the video of the live stream meetings.

## **II. NEW BUSINESS ITEMS**

### **A. New Website**

Mr. Machado from the technology department came and demonstrated the new website, which is currently not live. We received some valuable feedback from committee members and are likewise soliciting feedback from the rest of the board. Board members are requested to review the website and to forward any feedback to Dr. Cascone by May 25th. The website must be launched prior to June 30, as this is when our contract with our existing vendor expires.

### **B. Strategic Planning RFP**

Dr. Cascone spoke to the committee about the consideration in the next month or so to develop an RFP or request for proposal from potential vendors to work with the district on the strategic action plan process for next year. Dr. Cascone shared that he has had experience engaging in these processes with New Jersey School Boards. NJSBA offers a lower price point, Dr. Cascone has shared that he has not been particularly impressed with the process or the quality of that work; he is therefore recommending that we consider private vendors as well. In order to commence this process in September it will be essential for the district to, ideally, appoint this partner at the July meeting, and begin preparation and planning over the course of August. Dr. Cascone will work with Mr. Petrizzo to work up a boilerplate RFP for review by the board.

### **C. Addy's House walk-thru (June 14, 2022 @ 4:30pm)**

For any community relations committee members who have not already seen or will see Addy's House prior to the next community relations meeting. Dr. Cascone recommended convening the committee for a tour at 4:30 PM on June 14. The community relations meeting will therefore take place, for convenience, at the high school at 5:30 PM.

## **III. ITEMS FOR THE GOOD OF THE ORDER**

**Next Meeting Date: June 14, 2022 @ 5:30pm at high school, 4:30  
walkthrough of Addy's House**