

Greenfield School Committee
Community Engagement Sub-Committee
Meeting Minutes
June 1, 2026

1. Call to Order:

The meeting was called to order at 8:00 p.m.

MG read the Chair Statement relative to meeting recordings.

2. Roll Call of Members:

Present: Melodie Goodwin, Chair (MG), Jeffrey Diteman (JD), Mayor Virginia DeSorgher (VD)

3. Public Comment:

There were no community members present for comment at this time.

On a motion by JD, 2nd by VD, the sub-committee voted to suspend Robert's Rules of Order in order to conduct a working session this evening. The vote was unanimous.

4. Review language of sub-committee charge:

The purpose of this session is to review the current goals, specifically toward a vision for community engagement:

1. Developing and overseeing strategies to promote public awareness of district initiatives, priorities, and decisions
2. Facilitating opportunities for family and community members to engage in school affairs in a meaningful and accessible manner
3. Cultivating and strengthening partnerships with local organizations and community stakeholders in support of the district's educational mission
4. Advising the full School Committee on matters relating to community relations and public communications
5. Encouraging and facilitating member attendance and participation in district and school events

It was suggested to clarify the language as follows: Encouraging and facilitating School Committee member participation in district and school events

Discussion ensued relative to the development of an ad hoc literacy committee, as well as all the wonderful work the Greenfield Education Foundation does to support our district.

5. Review and discuss ways the committee can best engage with the community of Greenfield:
This discussion was encompassed during the review of the current goals.

6. Discussion of social media:

This sub-committee was also charged with discussion as it relates to social media:

- It was noted that there is concern that only one person follows and responds to our Facebook (FB) posts – Our posts are not inviting or engaging
- We invest \$3,000/month (\$36,000/yr.) for communication services – It does not seem we are getting our money's worth out of it
- Young kids are not following FB anymore – They are on other social media platforms

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- Parents/adults are most likely to follow FB
 - Do we eliminate our FB page and let the PTOs maintain their own pages?
 - Do we re-engage with our communication services vendor to strategize new ways for engagement to our FB page?
 - Do we seek alternative options for communication services, i.e. internship, additional Tech Dept. personnel, college student, etc.?
 - MG will speak to the superintendent for his input
7. It was the consensus of this sub-committee to continue holding these meetings on Mondays at 8:00 p.m. The next meeting will be held via Zoom on July 6.

This sub-committee also spoke to our options for fingerprinting services for employment and volunteering services in the district.

Items for the next agenda:

- Fingerprinting
- Social media

On a motion by VD, 2nd by JD, this sub-committee voted to enter back into Robert's Rules of Order. The roll call vote was unanimous.

8. Adjournment:

On a motion by VD, 2nd by JD, the meeting adjourned at 8:40 p.m. The roll call vote was unanimous.

Approved: 7/6/2026