Greenfield School Committee
Community Engagement Sub-Committee
Meeting Minutes
July 6, 2026

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1. Call to Order:
   The meeting was called to order at 8:00 p.m. via Zoom.

   MG read the Chair Statement relative to meeting recordings.

2. Roll Call of Members:
   Present: Melodie Goodwin, Chair (MG), Jeffrey Diteman (JD)

   Also present: Carol Kruser, Superintendent of Schools (CK)

   Absent: Mayor Virginia DeSorgher (VD)

3. Public Comment:
   Melissa Webb, PTO member and parent of GPS students, noted how pleased she is with the elimination of the need for fingerprinting for volunteers, unless attending a field trip with students, as it will allow for more accessibility to families for the upcoming school year.

   She also spoke to social media and getting the word out to families relative to our District events. We spend $3,000/month for communication services and she would like to see more representation of these functions on our FB social medial page. Her recommendation would be to link our District website to our FB social medial page as a format to outlines all District activities.

4. Approval of sub-committee minutes – June 1, 2026:
   On a motion by JD, 2nd by MG, the minutes were approved as presented. The roll call vote was unanimous.

   On a motion by JD, 2nd by MG, the sub-committee voted to suspend Robert's Rules of Order to conduct a discussion regarding social media. The roll call vote was unanimous.

5. Review and discussion of fingerprinting requirements for volunteers in the district:
   This item will be discussed following the discussion on social media.

6. Discussion of social media moving forward:
   MG also noted that we spend $3,000/month for communication services and she would like an outline of what is included in those services. Our website and social media postings could use improvement, and we want to make sure we are getting what we are paying for to keep the lines of communication open to families and the community relative to our District events.

   CK, in her new role as Superintendent of Schools, shared her brief review of this topic service. In her review, she found that communication services not only cover social media, but also covers communication in general and messaging for crisis intervention, etc. Although she agrees there is room for improvement in our website, she will continue to delve into this more.

CK also shared she will be speaking to a new communication platform called ParentSquare at the upcoming School Committee meeting. This platform will be rolled out for the coming school year and will enhance all communications across the District. ParentSquare has been rolled out as a pilot for our summer school program, but will be rolled out for everyone in the fall.

It was also noted that surrounding districts receive media coverage in the local newspapers, but we rarely see our students represented, other than an occasional sports article. We would love to see an increase of District representation in this format as well.

VD joined the meeting at 8:18 p.m.

Discussion on agenda item 5 - Review and discussion of fingerprinting requirements ensued. MG shared it was difficult for volunteers and new staff members to be fingerprinted due to the closure of the Greenfield and Athol fingerprinting sites. It was a hardship for most to travel to Westfield or Springfield to accomplish this requirement.

VD was thrilled to announce fingerprinting would soon be conducted here in Greenfield at the Hampton Inn Suites, if they haven't already started. This will make it more convenient for all. CK confirmed they are up and running.

MG informed the members of her receipt of a motion from Chair Sexton charging this sub-committee with conducting a parent survey relative to what they would like to see pertaining to community engagement, and also ways we can improve our community engagement. This item will be place on the next sub-committee agenda for discussion.

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

7. Adjournment:
   On a motion by VD, 2nd by JD, the meeting adjourned at 8:29 p.m. The roll call vote was unanimous.

Approved: 8/10/2026