



**Swampscott School Building Committee  
Communications Subcommittee  
Swampscott Elementary School**

**Communications Subcommittee  
MEETING AGENDA**

**Date:** Friday, February 21, 2020  
**Time:** 8:00am  
**Location:** Swampscott High School  
Room B132  
100 Middlesex Ave.  
Swampscott, MA 01907

**Purpose/Agenda**

1. Public Comment
2. Approval of minutes: February 7, 2020
3. Reviewing communication strategy
4. Status update on Video projects
  - a. OPM/Architect - questions for the panel
    - i. Introduction - photos - questions
    - ii. Vision of a school - photos - questions -
    - iii. Who will interview?
  - b. Current state of elementary schools - presentation
  - c. Review other flyer options
    - i. Configuration image
    - ii. School project bubbles
5. Status update on Community Fliers
  - a. location, date, time, QR code
  - b. Fliers for hanging, social media, double-sided flier
6. Review newspaper blurb
7. Review blog posts
8. Website improvement
9. Compose email for first community meeting
10. Review Timeline graphic
11. New Business
12. Next meeting [date/time]
13. Adjourn

RECEIVED  
TOWN CLERK  
TOWN OF SWAMPSCOTT  
2020 FEB 18 AM 11 45