



# POLICY/COMMUNICATIONS COMMITTEE MEETING MINUTES

June 18, 2025

Virtual Meeting - 8:30 AM

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Committee Members: Ellen DePinto, Chair  
Pamela Cassidy, Beth Fiore, Linda Rad

Administrative Staff: Dr. Jonathan Hart, Superintendent of Schools  
Jason Bohm, SBA/Board Secretary

## Minutes

1. Referendum Communications: Video Content - Dr. Hart reviewed the kartoonEDU video options for referendum communications. KartoonEDU offers 2-3 minute “pillar” videos which we can use to provide overall information regarding the whole project and/or focus on a specific portion of the project. These would be shared via Genesis, website, Newsletter links etc. These cost \$795.00 each and they are licensed to us for us to keep. They also offer packages of social media posts that cost \$1,495.00 for 10 videos or \$2,695.00 for 20 videos. These are 30 seconds long and are designed to be tailored to something specific such as reminders to vote, information and reminders for certain events leading up to November etc. The District will move forward with both pillar videos and the 10 social media videos.
2. Referendum Communications: Creatives: Dr. Hart shared the drafts of the different creatives that will be shared with the community at upcoming events leading into November. These creatives include a 1-pager, Postcard, Banner, and Facebook enhancements. The tagline “Unlock Funding for the Future” is the frontrunner right now. The committee reviewed the overall design and the content on each piece and provided feedback for minor adjustments. One board member asked if we will also use bus magnets to advertise the referendum and it will be considered. Dr. Hart is bringing our edit suggestions to Lori Perlow and we will receive the final draft via email for approval by July 15th.
3. Virtual/Remote Instruction Plan - The District is required to submit its proposed program for emergency virtual or remote instruction to the New Jersey Commissioner of Education each year before July 31st. This plan is in place in the event of a health related closure that requires virtual or remote instruction. We will be submitting the same plan as last year with only updates to the demographics and dates within the plan.
4. Revisions of 1000 Series
  - a. 1100 - District Organization - included more specific guidelines for personnel and chain of command..
  - b. 1120 - Management Team - added a list of the members of the Leadership Team that attend the monthly meeting.
  - c. 1210 - Board-Superintendent Relations - added “district finances” to the list of responsibilities of the Superintendent.

- d. 1220 - Employment of Chief School Administrator - Added that the Superintendent shall be evaluated once annually in accordance with policy 1240 and applicable laws/regulations.
  - e. 1240 - Evaluation of Superintendent - removed “nontenured” from the policy since it is no longer applicable.
  - f. 1522 - School Level Planning- this is a draft of a new policy for our manual. We will hold for further discussion regarding including Pre-K.
  - g. 1540 - Administrator’s Code of Ethics - The preamble was removed.
  - h. 1643 - Family Leave - (M) was added to indicate this is a Mandated policy. Replaced “fixed leave year to begin with the start of the school year on July 1” with a “rolling” twelve month period measured backward from the date a staff member uses any FMLA or NJFLA leave.
5. Further Discussion of 1000 Series
- a. 1140 - Educational Equity Policies/Affirmative Action - Dr. Hart shared the letter from the NJDOE to the USDOE to serve as the response to their Request for Certification and shows we are in compliance. No action is required at this time and this policy will remain as is until further notice.
  - b. 1230 - Superintendent’s Duties - after further review of the statutes mentioned in the policy it is determined that no revision is necessary for this policy and it can move ahead to first read.
6. [Policy Tracking Document](#) for Review of 2000 Series - the committee will begin to review the policies in the 2000 series and have their notes and edit suggestions for our next meeting.

Agenda items: Revisions of 1000 series, Virtual/Remote Instruction Plan, video contract

Next Meeting: Wednesday, July 30, 2025 @ 8:30AM