

SUBJECT: Community Support Goal Team Meeting Minutes

DATE: March 9, 2007

TIME: 4:00 PM

PLACE: Wayland School Committee Room

PRESENT: Rebecca Chasen, Barb Fletcher, Peg Ingolia, Jean Tower

I. DISCUSSION:

- a. The Committee Members (“Members”) reviewed the conversations they had with selected peer communities regarding their strategic communications plans.
- b. The Members then reported on information they gathered regarding the process of conducting a phone survey.
 - i. Peg had a conversation with Anna Meliones who had organized a phone survey for the Town Pool.
 1. A Park & Rec member had run a statistically correct random sample of registered voters.
 2. There were 15-20 volunteers who made approximately 10 calls each.
 3. Anna volunteered to ask the Park & Rec member to run a similar random sample for our survey.
 - ii. Peg also had a conversation with Paul Neustadt regarding the possibility of having his group of high school students help to conduct the phone survey. He indicated that his group is inactive but he recommended approaching certain High School groups, such as the National Honor Society.
 - iii. Barb had a conversation with Dr. Burton about having High School students conduct the phone survey. He raised no concerns and recommended that we speak with Charlie Ruopp after we have agreed upon the details of the process.
- c. The Members reviewed the draft phone survey.
- d. The Members agreed upon the following parameters and schedule for conducting the phone survey:
 - i. Two groups of high school students will conduct the phone survey, one group on a weekday night and one group on a Saturday afternoon.
 - ii. The phone survey will be conducted at the Town Building.
 - iii. April 26th – Training session for high school students who will conduct the phone survey, including role playing
 - iv. May 2nd or 3rd – Evening session for conducting the phone survey
 - v. May 5th – Saturday afternoon for conducting the phone survey

II. NEXT STEPS:

- a. Peg and Rebecca will follow up with the Park & Rec member and Rebecca's work contacts to determine the appropriate random sample size.
- b. Barb will follow up with Charlie Ruopp regarding the involvement of the high school students.
- c. Barb will make revisions to the phone survey based on comments received at meeting.
- d. Barb will draft a set of procedures for the phone survey that we can review as a dry run at our next meeting.

III. NEXT MEETING:

- a. Either March 19th or March 26th at 9AM

IV. ADJOURNMENT:

- a. The meeting was adjourned at 5:30PM.

**Respectively Submitted,
Barb Fletcher**