

THE BOARD OF EDUCATION OF COVINGTON, KENTUCKY
MINUTES – SPECIAL MEETING
April 10, 2012
4:00 P.M.

The Board of Education of Covington, Kentucky met in special session on Tuesday, April 10, 2012 at the Administration Building, 25 East Seventh Street, Covington, Kentucky.

Mr. Mike Fitzgerald, Board Chair, called the meeting to order at 4:00 p.m.

Call To Order

Roll call showed the following members present: Mr. Jerry Avery, Mr. Mike Fitzgerald, Mrs. Huff, Ms. Powers and Mrs. Denise Varney.

Roll Call

Ms. Lynda Jackson, Superintendent of Schools, read the call of the meeting:

Call of Meeting

1. **“If You Tell It, They Will Come”** (Pursuant to KRS 61.810 (1)(f) Portions of this item may be conducted in closed session. Action possible.)

Ms. Jackson introduced Mr. Brad Hughes, Executive Director of Kentucky School Boards Association. Mr. Hughes proceeded to facilitate a professional development on marketing and “Spreading the work/Telling the success stories”.

The Board of Education and district staff participated in an exercise to develop a marketing/communication plan.

The Board agreed by consensus to adjourn at 7:00 p.m.

Adjournment

Board Chair

Superintendent of Schools