

BSU Communications Committee

Barre Supervisory Union
2nd Floor Conference Room
October 11, 2018 – 6:00 p.m.

MINUTES

BOARD MEMBERS PRESENT:

Sonya Spaulding
Alice Farrell
Anthony Folland

BOARD MEMBERS ABSENT:

None

ADMINISTRATORS PRESENT:

John Pandolfo, Superintendent
Ben Merrill Communications

GUESTS PRESENT:

none

1. Call to Order

Chair Sonya Spaulding called the Thursday, October 11 2018 meeting of the BSU Communications Committee to order at 6:08, which was held in the 2nd Floor Conference area of the Technology Dept.

2. Additions and/or Deletions to the Agenda

There were no changes to the agenda.

3. Review/Approve Meeting Minutes

The minutes from the Sept 13 meeting were reviewed and approved.

4. Committee Business

4.1 Ben Merrill reviewed progress on the creation of the new website, and gave board members a demonstration of what the site will look like once completed. While still in the construction phase, the site is now essentially built out, and content is being created or migrated to it. Members expressed concern about who will (and won't) be able to content manage the site once launched, and some discussion ensued around that. It is anticipated that each of the schools will have several people who will be able to upload photos, content, and other information to the site; with perhaps a smaller number of people being given publishing rights.

4.2 Brief discussion of ways the committee might communicate with a wide range of audiences prior to the budget vote then ensued. Through a combination of social media, traditional print media, the new website, radio, and targeted marketing materials, the committee will look for ways to let voters know how their money is being spent; and the positive results we are seeing among our student population. It was agreed that the Barre Schools do an outstanding job providing numerous learning and growth opportunities for students, and we need to get that story out to the voters.

4.3 The balance of the meeting was spent discussing the Barre Education Coalition; its purpose; its potential make up; and specific individuals who will be asked to either consider joining, or recommend others who may wish to participate. The committee has scheduled a meeting with Coalition members and Public Agenda on October 25th to begin the process of explaining Site Councils; how they work; and how they can be effective communications tools for sharing concerns at the school, community, and board level.

6. Other Business

There was no other business

7. Items to be placed on future agenda

An agenda item for the next meeting, currently scheduled for November 8, will be to discuss issues and topics raised under 4.2 above.

8. Next meeting date

The next meeting of the Committee was set for Thursday, November 8, at 6 pm

9. Adjournment

On a motion by Mrs. Farrell, seconded by Mr. Folland, the Committee voted to adjourn at 8:15 pm

Respectfully submitted,
Ben Merrill