

BSU Communications Committee

Barre Supervisory Union
2nd Floor Conference Room
February 14, 2019 – 6:00 p.m.

MINUTES

BOARD MEMBERS PRESENT:

Sonya Spaulding
Alice Farrell

BOARD MEMBERS ABSENT:

Tony Folland

ADMINISTRATORS PRESENT:

John Pandolfo, Superintendent
Ben Merrill Communications

GUESTS PRESENT:

none

1. Call to Order

Chair Sonya Spaulding called the Thursday, Feb 14, 2019 meeting of the BSU Communications Committee to order at 6:10, which was held in the 2nd Floor Conference area of the Curriculum office.

2. Additions and/or Deletions to the Agenda

There were no changes to the agenda.

3. Review/Approve Meeting Minutes

The minutes from the November 2018 meeting were reviewed and approved.

4. Committee Business

4.1 The Committee spent about 20 minutes reviewing the new website; discussing how it can be used as a communications and marketing tool with community members and among district schools. Some discussion was held on what would be the best way(s) to keep the new site updated and current. To that end, a meeting will be scheduled between the Technology Team / Webmasters and the Communications area on roles and responsibilities. Reaction to the new site has been very positive and new features continue to be added on a regular basis.

4.2 Under 4.2, a discussion about the progress of the Annual Report was held, as well as the need [if any] for additional budget support materials. It was the consensus of the meeting that taxpayers have been fairly inundated with communications from the schools this past year regarding the state imposed merger, and that “inundating” them further with more materials might have the opposite effect than what is intended. It was agreed to highlight the important things happening in our schools, including the fact that Barre educates its students at one of the lowest per pupil costs in the state. The Communications area will also produce a “thank you” piece from the students of the BSU, highlighting the many opportunities offered to Barre students, including but not limited to: Academic programs, work based learning pathways, athletic teams, extra-curricular clubs, mentoring, updated facilities, state of the art technology and more. The hope is that despite how weary taxpayers may have become with school related communications, they will feel good about passing a budget that is preparing the next generation of Barre business and trades people.

4.3 The balance of the meeting was spent discussing the Barre Education Coalition; the timing of its work; and whether it’s best to wait until after the dust has settled with regards to the merger (there are still court cases outstanding, and a Feb 19th vote on how the new board will be configured. The general feeling was that it will be best to put off this work until we have a fairly clear idea of the direction we’re going in. The Communications Specialist will draft a letter to Coalition members thanking them for their patience and encouraging them to “stay tuned” for further updates. Under 4.3 the Committee agreed to replace Section 4.1 with Committee Goals and Objectives, now that the new website is launched and operational.

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 March 13, will be to discuss issues and topics raised under 4.1, 4.2, and 4.3 above.

8. Next meeting date

The next meeting of the Committee was set for Wednesday, March 13, at 6 pm

9. Adjournment

The committee adjourned by consensus at 7:38

Respectfully submitted,
Ben Merrill