

Barre City Elementary & Middle School

Spaulding High School

Lisa Perreault, SFO
Business Manager

Jessica Barewicz
Director of Curriculum, Instruction, and
Assessment

Donald E. McMahon, M.Ed.
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Barre Unified Union School District

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John Pandolfo

Superintendent of Schools

Doing whatever it takes to ensure success for every child.

Barre Town Middle & Elementary School

Central Vermont Career Center

Carol Marold
Director of Human Resources

Emmanuel Ajanma
Director of Technology

Lauren May
Early Education Coordinator

Jamie Evans
Director of Facilities

MEMORANDUM

TO: **Barre Unified Union School District Communications Committee**
Anthony Folland - Chair, Rebecca Kerin-Hutchins - V. Chair, Sonya Spaulding, J. Guy Isabelle,

DATE: September 12, 2019

RE: BUUSD Communications Committee Meeting
September 19, 2019 @ 5:30 p.m.
BUUSD Central Office

AGENDA

1. Call to Order
2. Additions to Agenda
3. Community Engagement
4. Review/Approve Meeting Minutes - August 15, 2019
5. Committee Business
 - 5.1. Communications Specialist Position
 - 5.2. Committee Organization
 - 5.3. Barre Education Coalition - Vision
 - 5.4. Ways to Communicate and Engage the Community
6. Other Business
7. Items for future agenda
8. Next Meeting Date: October 3, 2019 (Switches to first Thursday)
9. Adjournment

BOARD MEETING NORMS

- Keep the best interest of the school and children in mind, while balancing the needs of the taxpayers
- Make decisions based on clear information
- Honor the board's decisions
- Keep meetings short and on time
- Stick to the agenda
- Keep remarks short and to the point
- Everyone gets a chance to talk before people take a second turn
- Respect others and their ideas

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**BARRE UNIFIED UNION SCHOOL DISTRICT
COMMUNICATIONS COMMITTEE MEETING**
BUUSD Central Office – First Floor Conference Area
August 15, 2019 - 5:30 p.m.

MINUTES

COMMITTEE MEMBERS PRESENT:

Anthony Folland, Chair - (BC)
Rebecca Kerin-Hutchins, Vice-Chair - (BT)
Sonya Spaulding - (BC)

COMMITTEE MEMBERS ABSENT:

Guy Isabelle – (At-Large)

ADMINISTRATORS PRESENT:

John Pandolfo, Superintendent

GUESTS PRESENT:

Paul Malone

1. Call to Order

Paul Malone called the Thursday, August 15, 2019 BUUSD Communications Committee meeting to order at 5:40 p.m., which was held at the BUUSD Central Office in the First Floor Conference Area.

2. Organization of Committee

Mrs. Spaulding nominated Mr. Folland for the position of Committee Chair. Mrs. Kerin-Hutchins seconded the motion. There were no additional nominations.

On a motion by Mrs. Spaulding, seconded by Mrs. Kerin-Hutchins, the Committee unanimously voted to elect Mr. Folland as Chair of the BUUSD Communications Committee.

Mrs. Spaulding nominated Mrs. Kerin-Hutchins for the position of Committee Vice-Chair. Mr. Folland seconded the motion. There were no additional nominations.

On a motion by Mrs. Spaulding, seconded by Mr. Folland, the Committee unanimously voted to elect Mrs. Kerin-Hutchins as Vice-Chair of the BUUSD Communications Committee.

The Committee agreed that starting in October the Communications Committee will meet on the first Thursday of each month at 5:30 p.m. at the BUUSD Central Office in the First Floor Conference Area

3. Additions and/or Deletions to the Agenda

Results from the Public Agenda meetings with middle school students – to be discussed under an existing agenda item.
Updates on the Barre Education Coalition and Site Based Councils – to be discussed under an existing agenda item.
Update on the hiring process for a new Communications Specialist – to be discussed under an existing agenda item.

It was noted that the agenda should be amended to reflect that Agenda Items 6.3 and 6.4 (relating to policies A21 and A23) are for discussion purposes, not First Readings. First Readings will occur at the BUUSD Board Meeting.

4. Community Engagement

Mrs. Spaulding advised that the Finance Committee is working on a budget related survey. A draft survey will be presented to the BUUSD Board next Thursday (08/22/19).

In response to a query, Mr. Pandolfo advised that Ben Merrill has been the liaison to whom each of the building IT Specialists has communicated with regarding on-line postings. Mr. Merrill is currently staying in communication with the IT Specialists and is performing limited work on an hourly basis. In the future (including after the hiring of a new communications specialist), Mr. Merrill may continue to perform some project based work.

Work is still being performed regarding how best to get information to the public, and recruitment of community members.

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5. Approval of Minutes – May 8, 2019 BUUSD Communications Committee Meeting

The Committee reviewed the Minutes of the May 8, 2019 BUUSD Communications Committee Meeting, and accepted them as written.

6. Committee Business

6.1 Committee Goals and Objectives

Communications Specialist – Mr. Pandolfo advised that there are close to a dozen applicants, representing a very diverse skill set. There are some individuals who have expressed an interest in the position, but have not submitted an application as of this time. It was noted that the original budget was low (more in line with an entry level position). Because FY19 was the first year for the position, it was budgeted at .5 FTE. Mr. Merrill was hired as .5 FTE. It may be possible to adjust the position to .75 or 1 FTE based on the candidate's experience, but Mr. Pandolfo cautioned against going over budget. In response to a query, Mr. Pandolfo advised that he does not believe the position requires the use of an administrative assistant. Mrs. Spaulding would like a candidate with experience, noting that the job is not overly defined and she would like an employee that will lead the BUUSD in the right direction. It was noted that Mr. Merrill had many innovative ideas. Mr. Pandolfo advised that the Search Team/Committee for this position will be small and that there will not be teacher representatives on the Committee. The timeline should allow for presenting a candidate to the BUUSD Board by September or October. One option is to have the Communications Committee interview candidates and make a recommendation to the Board. Applicant information could be forwarded to Board Members in the same manner it is done for the hiring of teaching staff. The Committee agreed that they do not wish to review resumes this evening, but expressed their wish to interview the top two candidates. Mr. Pandolfo is cautious about setting a precedent.

Mr. Malone expressed concern that information be conveyed to the public, noting that information previously discussed in Board meetings, and on video, is no longer going to be discussed or captured on video. In response to a query, it was noted that staff attendance at Communication Committee meetings has yet to be decided.

Public Agenda – Mr. Pandolfo has the report, and will review it and hold discussion at the September Board meeting. The grant is no longer available, but we may be able to contract with Public Agenda for some work.

Site Base Councils – Mrs. Spaulding believes there are many different ways to communicate with the public and would like there to be more two-way communication. Mrs. Spaulding believes it would be beneficial to have a Site Based Council that includes students, parents, and staff. Mrs. Kerin-Hutchins believes that the community does not know 'what we do', and believes a FAQs sheet would be very beneficial. Mrs. Spaulding suggested that a FAQs sheet include Board Member contact information. Mrs. Kerin-Hutchins suggested that the topic of Site-Based Councils be added to the survey. Mrs. Spaulding believes that Site-Based Councils might warrant a survey of its own. Mrs. Kerin-Hutchins suggested that it would be advantageous to have a larger Board presence, and suggested that there be a 'Board Table' at sports events, open houses, musical events, etc. It was noted that at the Board Retreat, the importance of "going to the people" and "meeting them where they go", was stressed. Holding a community dinner was suggested as a way to encourage community members to attend a meeting on Site-Based Councils. Mr. Folland advised that much good PR resulted from the change in the hiring practices for coaches.

A request was made to have Mr. Merrill enhance the BUUSD letterhead to make it clearer. The current font is difficult to read and appears fuzzy.

Barre Education Coalition – Mrs. Spaulding was under the understanding that the Barre Education Coalition would dissolve after the creation of Site Based Councils. Mr. Pandolfo advised that the dissolution of the Coalition may not necessarily be imminent. The Barre Education Coalition could remain in existence as a sort of parent/teacher/staff/board member organization. This topic will be discussed additionally at a future meeting.

6.2 Budget Support Update

At this point, there is not much new to report other than that a community survey is being drafted and will be presented to the BUUSD Board. Last year three documents were produced; Budget Flyer, Annual Report, and the Thank You publication. The Committee agreed that they would like to continue publishing those documents. The Committee queried regarding the availability of grant funds for the creation of those documents and whether or not Mr. Merrill could continue to produce them. It was agreed that communication with the public should include regular updates on Facebook and other social media venues, including short overviews of Board and Committee work. It was suggested that '16 second' videos be produced. It will be important to actively pursue community input, involvement, and engagement for Committee work. It was noted that 29 individuals viewed the video of last month's Board Meeting. Mrs. Kerin-Hutchins believes that it will be beneficial to start tracking the number of individuals who attend meetings and speak to board members at various venues. The Committee agreed that it would be beneficial for Board Members to have more of a presence at various events (school related and non-school related).

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6.3 ~~First Reading~~ Public Participation at Board Meetings Policy (A21)

A copy of the policy was distributed. This policy is nearly the same as the Model policy. It will be presented to the Policy Committee on Monday, 08/19/19, and is slated for a First Reading by the BUUSD Board at their 09/12/19 Board Meeting. Once approved, the Board may wish to have a laminated placard of the policy available at meetings so that members of the public may review it prior to addressing the Board. Mr. Malone queried 'Persons Who May Address the Board, #5 (Others at the discretion of the board). It was noted that there are circumstances where someone from 'outside' the district may wish to speak. Those types of requests should be approved by the Board. In response to a query, it was noted that there is currently no Board Policy on complaints (page 2, item #3). Mr. Pandolfo will amend the draft policy by adding the words "when adopted".

6.4 ~~First Reading~~ Community Engagement and Vision Policy (A23)

A copy of the policy was distributed. This policy is nearly the same as the Model policy. It will be presented to the Policy Committee on Monday, 08/19/19, and is slated for a First Reading by the BUUSD Board at their 09/12/19 Board Meeting. In response to a query, it was noted that there is currently no documented "clearly articulated vision for the school district" (second paragraph). Mr. Pandolfo will amend the draft policy to accommodate this issue.

Mr. Pandolfo will make the changes discussed under Agenda Items 6.3 and 6.4. It was noted that the Board can approve the policies with the stipulation that policy and vision (referenced policies A21 and A23) will be written.

7. Other Business

BUUSD Office Space –

There are currently two open workspaces on the second floor.

It was noted that the Regional EEE Director will continue to be housed in the BUUSD building, most likely in Mr. Merrill's office. The new Communications Specialist will most likely use one of the two free spaces on the second floor.

8. Items For Future Agendas

- **Ways to Communicate and Engage the Community** (Mrs. Kerin-Hutchins will create a document of her ideas)
- **Communications Specialist Position** (possible interview(s))
- **Barre Education Coalition – Vision**
- **Committee Organization**

9. Next Meeting Date

The next meeting will be held on Thursday, September 19, 2019 at 5:30 p.m., in the BUUSD Central Office in the First Floor Conference Area.

10. Adjournment

On a motion by Mrs. Spaulding, seconded by Mrs. Kerin-Hutchins, the Committee unanimously voted to adjourn at 7:06 p.m.

Respectfully submitted,
Andrea Poulin

BUUSD Communications Committee

List of events for BUUSD Board Members to consider attending:

School	Event	Date	Time	Notes
BT	Walk to School Day	9.11.19	7:30 and 8:30	Meet at Rock of Ages/bike path
BC	Walk to School Day?			
BT	home middle school soccer and field hockey games			
BC	home middle school soccer and field hockey games			
SHS	home soccer & field hockey games			
BT	Open House, Harvest Dinner, Farmers Market	9.26.19	5:30-7 pm	
BC	Open House?			
SHS	Home football games			
SHS	Homecoming parade and football game			
BT,BC,SHS	Veterans Day Parade	November	10:30	downtown Barre, all school bands
SHS	home basketball games			
BT	home basketball games for middle school			
BC	home basketball games for middle school			
SHS	drama production			
SHS	winter concerts			
BT	winter concerts			
BC	winter concerts			

**BARRE
SCHOOLS**

John Pandolfo <jpandbsu@buusd.org>

Barre Rock Solid Marketing Campaign

1 message

Joel Schwartz <jschwartz@badc.com>

Mon, Sep 9, 2019 at 11:21 AM

To: jpandbsu@buusd.org

Hi John,

Barre Area Development is developing a marketing strategy and campaign for the Barre Area. This will be a 3 portal web site: Visit Barre, Live in Barre, and Grow in Barre. It can be seen at <http://imaginebarre.com/> with more content being adding and changes being made. So far, we have 11 films uploaded, 3 more due tomorrow, and 2 more to film. One of the two will be for education, and we hope to get going on it as soon as coordination with the public schools can be arranged. We understand that there may be protocols involved filming school activities, including the permission of parents. Ed Rousse suggested that we contact you regarding the best way to go about planning the filming. Education is important to families, and marketing the educational opportunities here in Barre is truly necessary.

The Imagination Company is the marketing firm we are using and I think from viewing some of the films, you can get an idea of how they film and edit, and you may have some thoughts about what would make for good viewing and marketing. BADC's is an economic development non-profit, so we certainly want to promote the Career Center and work place training, and extracurricular programs. I can contact the Principals directly, but perhaps a meeting with you may be a good starting point. Please contact me when you get a chance.

Thank you,

Joel Schwartz, Exec. Director
Barre Area Development, Inc.
P.O. Box 265
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