

**BARRE UNIFIED UNION SCHOOL DISTRICT
COMMUNICATIONS COMMITTEE MEETING**
BUUSD Central Office – First Floor Conference Area
October 3, 2019 - 5:30 p.m.

MINUTES

COMMITTEE MEMBERS PRESENT:

Anthony Folland, Chair - (BC)
Guy Isabelle – (At-Large)
Sonya Spaulding - (BC)
Paul Malone – Ad hoc Committee Member (BT)

COMMITTEE MEMBERS ABSENT:

Rebecca Kerin-Hutchins, Vice-Chair - (BT)

ADMINISTRATORS PRESENT:

John Pandolfo, Superintendent

GUESTS PRESENT:

Pat McAskill

1. Call to Order

The Chair, Mr. Folland, called the Thursday, October 3, 2019 BUUSD Communications Committee meeting to order at 5:31 p.m., which was held at the BUUSD Central Office in the First Floor Conference Area.

2. Additions and/or Deletions to the Agenda

Change Agenda Item 3 to read ‘Public Comment’

Discuss Barre Rock Solid Marketing Campaign under Agenda Item 6.1

Receive an update on the Communications Specialist position under Agenda Item 6.1

Discuss use of e-mail for communication with students at BCEMS and BTEMS under Agenda Item 6.3

Remove (keep as placeholder) Agenda Item 5 (Committee Business)

3. Public Comment

None.

4. Approval of Minutes – September 19, 2019 BUUSD Communications Committee Meeting

On a motion by Mrs. Spaulding, seconded by Mr. Isabelle, the Committee unanimously voted to approve the Minutes of the September 19, 2019 BUUSD Communications Committee meeting.

5. Committee Business

6. Other Business

6.1 Committee Organization

Josh Allen has accepted the position of Communications Director, effective 10/15/19. Ben Merrill has agreed to continue to support the BUUSD and to assist Mr. Allen as requested.

Mr. Pandolfo advised that the VSA is looking at forming groups from around the state, e.g., Communications personnel and Facilities Directors. The first meeting (for Communications personnel), will be held on Wednesday, October 9, 2019. Mr. Evans is interested in pursuing more information regarding the formation of such groups, and will attend the meeting.

It was noted that Mrs. Kerin-Hutchins plans to attend next month’s meeting. It was noted that the regularly scheduled meeting may conflict with the VSBA Conference, and may need to be rescheduled. The next meeting date will be discussed under Agenda Item 8.

Mr. Pandolfo advised regarding an e-mail from Joel Schwartz, Executive Director of Barre Area Development, Inc. Mr. Schwartz has advised regarding a marketing strategy and campaign for the Barre Area, which involves a 3 portal web site with three categories of short films. Mr. Schwartz advised that Barre Area Development would like to promote CVCC, work place training, and extra-curricular activities as part of the campaign. Mr. Schwartz understands that there may be protocols involved with filming school activities, and has contacted the Superintendent regarding permission to film some short segments. The Committee agreed that the regular protocols regarding filming of students will need to be adhered to in order to prevent some students from being included in the film. It was noted that some parents have completed paperwork advising that their student(s) may not be filmed or photographed.

Mrs. Spaulding is under the understanding that Barre Area Development representatives want to make formal pitches to the City Council and Town Select Board regarding funding to assist with their efforts. Mr. Pandolfo believes that funding is in place to cover the cost of creating the films and does not believe the BUUSD will be asked for any funding. Mr. Pandolfo advised that steps need to be taken to assure that no student who is on the 'no photo' list is included in the films. After the film clip is created, it should be reviewed to assure that 'no photo' students are not in the film clip, and that the content of the film clip represents the BUUSD well.

6.2 Barre Education Coalition – Vision

The Committee discussed whether or not the Barre Education Coalition should spearhead the effort to establish a strategic plan and vision, and what would be necessary to begin action on such a charge. Mr. Pandolfo believes that the Barre Education Coalition would be a great vehicle to use for Vision Development and Strategy. It was agreed that the BUUSD Board should hold discussion on this matter. This item will be added to the addendum for next week's BUUSD Board Meeting. Additional discussion included possible plans for research; the possible use of a consultant or facilitator. The VSBA can provide some support relating to this. It was noted that Susan McCormack may be available to assist. Mrs. Spaulding stressed that she does not want the vision written based on what we currently do, but rather wants the vision to include items and initiatives that were discussed at the retreat. It was noted that 'Vision' should be based on internal and external feedback. Mr. Pandolfo advised that the list created at the retreat will need to be prioritized, with work focused on the top priorities. It may be necessary to eliminate some items to allow focus on top priority initiatives.

6.3 Ways to Communicate and Engage the Community

Mrs. Spaulding advised that she spoke with front office staff at BCEMS, and they advised that they are not aware of e-mail being used as a means of communication with students. Mrs. Spaulding does not believe that e-mail is being used to communicate with students at BCEMS or BTMES. Regarding e-mail communication with parents, Mr. Pandolfo advised that there is no 'running list' of parents that have supplied e-mail addresses and those who haven't. Mrs. Spaulding believes efforts should be made to utilize e-mail to reach as many parents as possible. Mrs. Spaulding believes the schools need to continue to actively build e-mail lists. The Committee also feels effort needs to be made to 'push' people to the BUUSD web site which contains important information.

The Committee began discussion of the recent Budget Survey. Mr. Pandolfo advised that over 500 surveys have been received thus far. Acceptance of surveys ends tomorrow (10/04/19). In response to a query as to how survey results will be shared, it was noted that the results will be posted on-line. It may be beneficial to review a breakdown by submitter category. Mr. Isabelle believes it would be beneficial to share survey results at largely attended school events. It is felt that community members, who believe their voices are being heard, are more likely to respond to future surveys. Mr. Malone queried regarding how to entice community members to respond to surveys. Mrs. McAskill suggested that surveys be available at next year's Harvest Dinner at BTMES. It might also be beneficial to promote surveys at open houses at the elementary school level. Other suggestions included; having surveys at the voter polls, post the survey link in the BTMES newsletter, continue with the practice of electronic postings (Facebook and Front Porch Forum), and possibly promote surveys in the Times Argus. It was noted that it is mutually beneficial to build a good relationship with the Times Argus. Mr. Isabelle suggested posting 'one good thing' in the Times Argus, each week leading up to the budget vote. Mr. Malone believes there is a need to better develop a system to assure that the BUUSD Committees get information out to the public. Mrs. Spaulding would like to develop ways to encourage community members to attend committee and board meetings, and develop more/consistent dialogue. Mr. Folland suggested that once survey results are compiled, the Committee should discuss the results, and how to move forward based on the results. Mr. Folland suggested that this review and discussion should occur at the next committee meeting, and that the Committee draft a recommendation to the BUUSD Board.

7. Items for Future Agendas

- **Budget Survey Results**
- **Barre Education Coalition**
- **Review 'How to Get Out in the Community More' List (events for Board/Committee Members to attend)**

8. Next Meeting Date

Due to a conflict on Thursday, 11/07/19, the next meeting will be held on Wednesday, November 6, 2019 at 5:30 p.m. The meeting will be held at the BUUSD Central Office in the First Floor Conference Area.

9. Adjournment

On a motion by Mr. Isabelle, seconded by Mrs. Spaulding, the Committee unanimously voted to adjourn at 6:42 p.m.

Respectfully submitted,
Andrea Poulin