

**BARRE UNIFIED UNION SCHOOL DISTRICT
COMMUNICATIONS COMMITTEE MEETING**
BUUSD Central Office – First Floor Conference Area
November 6, 2019 - 5:30 p.m.

MINUTES

COMMITTEE MEMBERS PRESENT:

Anthony Folland, Chair - (BC)
Guy Isabelle – (At-Large)
Sonya Spaulding - (BC)

COMMITTEE MEMBERS ABSENT:

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

ADMINISTRATORS PRESENT:

John Pandolfo, Superintendent
Josh Allen, Communications Director

GUESTS PRESENT:

1. Call to Order

The Chair, Mr. Folland, called the Wednesday, November 6, 2019 BUUSD Communications Committee meeting to order at 5:37 p.m., which was held at the BUUSD Central Office in the First Floor Conference Area.

2. Additions and/or Deletions to the Agenda

None.

3. Public Comment

None.

4. Approval of Minutes –October 3, 2019 BUUSD Communications Committee Meeting

The Committee agreed by consensus, to approve as amended, the Minutes of the October 3, 2019 BUUSD Communications Committee meeting.

5. Committee Business

5.1 Budget Survey Results

Results were sent to all students and to community members who requested them. Results are also on the district web site. Mrs. Spaulding will post the results to Front Porch Forum. If possible, information on how to access the results will also be put in the Times Argus in the Talk of the Town section. Some survey result data has been segregated out between parents of students and community members who do not have students in the school. Most non-parent community members receive their information from the Times Argus, with the BUUSD web site being the second highest named source. The majority of parents who responded mainly receive their information from school newsletters. Mr. Pandolfo stressed the importance of seeing that staff members are well informed. Mrs. Spaulding advised that she will perform additional analysis on survey data. The Committee agreed that Infinite Campus should be used to inform parents of the survey results. It was suggested that information regarding how to access results be announced at the upcoming Board meeting, and perhaps in the Times Argus.

Regarding results relating to opinions on teacher salaries, Mr. Pandolfo suggested considering publishing salary comparisons (comparisons to other local schools and schools of similar size). It was noted that Jeff Blow is revising the Barre Town Report to include more charts and graphs. The BUUSD may wish to revise its Annual Report in the same manner, as it is felt that community members will find it easier to view a chart, rather than reading a lengthy report. Mr. Pandolfo has asked the Business Manager to identify data requirements for the Annual Report.

5.2 Review “How to Get Out in the Community More” List

The Committee will need to discuss additional ways to get information out to community members as well as how survey result data should be utilized. Mr. Allen will start using social media more to post positive messages (in addition to the usual informational posts, e.g. board meetings and agendas). The Committee agreed that it would be beneficial to send more information to the Times Argus for posting in the Talk of the Town section. Discussion was held regarding the rotating monthly full page promotional/informational page printed in the Times Argus. The Committee should consider finding a sponsor(s) so that the page can be printed in color. The page will focus on the BUUSD/BUUSD schools four times per year. Upcoming publication dates are; 01/08/20, 03/04/20, and 04/29/20. The Committee agreed that it would be beneficial to better communicate SHS graduation requirements (Financial Literacy, Civics, and Community Service). Survey results indicate that this information is not widely known.

Other suggestions for meeting/informing community members includes; ‘Breakfasts with the Board’ (rotating locations), shirts for Board Members (suggested earlier by Mrs. Kerin-Hutchins), and badges for Board Members. It was noted that Barre City Mayor, Lucas Herring holds regular informational sessions as Café Bueno. Mrs. Kerin-Hutchins has compiled a list of suggestions. That list should be reviewed/discussed at a future Committee meeting when Mrs. Kerin-Hutchins can be present. Mr. Pandolfo advised that Jeff Blow requested the Business Manager attend a political event to present the budget. Mr. Pandolfo and the Committee agreed that budget presentations to service and political groups should be made by Board Members rather than the Business Manager.

Committee Members were reminded of the Legislative Luncheon which will be held on 11/20/19 from 10:00 a.m. – 12:00 p.m. at Spaulding High School in the ‘Lunch Box’.

6. Other Business

6.1 Committee Organization

No action necessary. This item will be removed from future agendas.

6.2 Mission, Vision & Strategic Goals – Barre Education Coalition

The Committee discussed whether, and how, they should revive the Barre Education Coalition to assist with writing the Mission and Vision and Strategic Goals of the BUUSD. Mr. Pandolfo would like to bring up the topic of Mission, Vision, and Strategic Goals during the in-service day (for teachers) on Monday, 11/11/19. Mr. Pandolfo would like to engage teaching staff regarding how they want to educate and engage students, and identify values in the community (What Do You Really Value?). The Board should probably determine a timeline and determine possible support for the effort of creating mission and vision statements. There may be grant funding available to hire a consultant. Part of the process should be to identify all stakeholders, and assure that input is received from all stakeholders (including all districts in the BUUSD). Mrs. Spaulding believes the Communications Committee, not the Board, should steer this project. It will be important to receive input from community members. Efforts should be made to look for a community member that is interested in working on this initiative. It is important that the selected community member be interested in the project, and possess the skill set necessary to facilitate the project. Mr. Folland advised that he will reach out to some possible resources. Mr. Pandolfo will query VSBA representatives regarding their knowledge of possible resources to consult on the project.

7. Items to be Placed on Future Agendas

- **Mission, Vision, and Strategic Goals**
- **Review “How to Get Out in the Community More” List**
- **Budget Presentation**
- **Annual Report** (a mock up should be available for the December meeting)
- **Tide Logo – Establish a logo and color (consistency is needed)**
- **Rebranding of Schools/BUUSD** (this item will most likely be on a more distant agenda, not December)
- **Discussion of Possibility of Renaming the District as part of Rebranding** (this item will also most likely be on a more distant agenda, not December)

8. Next Meeting Date

The next meeting is Thursday, December 5, 2019 at 5:30 p.m., in the BUUSD Central Office in the First Floor Conference Area. After the meeting is called to order, the first portion of the meeting will take place at CVCC (to allow Committee Members to attend a portion of the CVCC Open House).

9. Adjournment

The Committee agreed by consensus to adjourn at 7:03 p.m.

Respectfully submitted,
Andrea Poulin