

**BARRE UNIFIED UNION SCHOOL DISTRICT
COMMUNICATIONS COMMITTEE MEETING**
BUUSD Central Office – First Floor Conference Area
February 11, 2020 - 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)

OTHER BOARD MEMBERS PRESENT:

ADMINISTRATORS PRESENT:

John Pandolfo, Superintendent
Josh Allen, Communications Specialist

GUESTS PRESENT:

1. Call to Order

The Chair, Mr. Folland, called the Tuesday, February 11, 2020 BUUSD Communications Committee meeting to order at 5:36 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

4.1 January 2, 2020 BUUSD Communications Committee Meeting

The Committee agreed by consensus to approve the Minutes of the January 2, 2020 BUUSD Communications Committee meeting.

5. New Business

None.

6. Old Business

6.1 Annual Report

A draft copy of the 'BUUSD 2020 Annual Report to the Community' was distributed. The Committee reviewed the document. Mr. Allen advised that most of his requested changes have been made by the vendor. Once the document has been finalized, it will take a little over a week to starting printing and get the reports into people's homes. Annual Reports will be delivered to every residential home in 'Barre', and 300 extra copies will be printed for distribution at other places.

6.2 Budget Promotion

Mrs. Spaulding has the list of events that Mrs. Kerin-Hutchins created. The list is mainly sporting events. Mrs. Spaulding has obtained a copy of Mrs. Akley's list that was used for community outreach during Act 46. Mrs. Spaulding will amend the budget outreach list to include other events. The list will be circulated for Board Member sign-up. Board Members should commit to attend some of the events and service club meetings. Mrs. Spaulding also suggested that Board Members attend 'Meet and Greet' events at various venues, such as Espresso Bueno. Mrs. Spaulding has developed a list of venues and Mr. Allen has prepared half sheets for distribution at such functions. Mr. Isabelle suggested that the Annual Report be e-mailed to entire service club memberships if possible. The Annual Report should also be sent to State Representatives and Senators. Mrs. Spaulding has also listed the Exit Survey on the sign-up sheet. A rough draft of the Exit Survey will be presented at next week's Board meeting. The Exit Survey should also be available on-line. Mrs. Spaulding will bring a copy of the sign-up sheet to the Board meeting. Mr. Isabelle would like to focus the discussion more on budget promotion than on the Exit Survey. Mr. Isabelle suggested that perhaps students could assist with the Exit Survey. Mr. Allen will contact Brenda Waterhouse and Margo Austin regarding outreach to students to assist with the Exit Survey as part of their Community Service Graduation Requirement. It was noted that the vote is three weeks from today and it

is important to assure that the Annual Report is distributed as soon as possible. The Committee agreed that Mr. Allen should request that a few minor changes be made and that the vendor proceed with printing and mailing the Annual Report.

Mr. Allen would like to use some funding for Facebook ads. The Committee agreed that Mr. Allen should proceed with this option as the cost is minimal and the Facebooks ads will reach many individuals.

Mrs. Spaulding and Mrs. Akley will post information on Front Porch Forum and will include links to the video and the budget page.

Mr. Allen has reviewed Barre Town data and advised that three times the number of voters turn out for the Primary Election. Mr. Allen does not have data for Barre City.

Mr. Pandolfo advised regarding legal posting (in the newspaper) of the Warning, ballot, and Special Article for the SEA property.

Mr. Isabelle suggested that Mr. Pandolfo may be able to get a guest editorial spot in the Times Argus.

Mr. Isabelle believes early voting is very important. It was agreed that message blasts should be sent to all staff and parents.

It was suggested that Mr. Ferland, as part of morning announcements, should encourage 18 year old students to register to vote and vote by absentee ballot. This information should also be put in the Tide Pride (daily bulletin). This information should also be shared with CVCC students and staff.

Mrs. Spaulding advised of possible questions for the Exit Survey, including how individuals voted and why they voted the way they did. Mr. Isabelle reiterated that he would prefer to focus discussion on budget promotion rather than the Exit Survey.

Other budget promotion discussion includes; use of 'lawn signs'. Mrs. Spaulding has the signs used last year, and will discuss sign placement at the Board meeting.

It was discussed and agreed that the electronic message board at SHS should also be used for budget promotion.

Mr. Allen will have more 'half sheet' budget promotion documents printed. Copies will be available for Board Members at the next Board meeting.

6.3 Mission, Vision & Strategic Goals – Barre Education Coalition

Mrs. Spaulding advised that she has spoken with a representative from Portrait of a Graduate and obtained pricing information; Full package/services (including travel expenses) \$25,000 - \$32,000, low end "Portrait Lite" (a semi-virtual option) \$17,000 - \$18,000, and a one day kick-off service \$3,500 - \$5,000. Mr. Pandolfo suggested reaching out to independent consultant, Sue McCormick to see if she has any advice or could assist. Mr. Pandolfo also suggested that Dave Baker be contacted regarding creative funding ideas. Mr. Isabelle suggested that the Board consider postponing the project until after a new Superintendent is hired. Mrs. Spaulding will forward a copy of the proposal document to Tina Gilbert, for inclusion in the Board packet.

6.4 Logo/Branding

Mr. Allen reported that Ms. Chamberlin approves of CVCC students working on the logo/branding project. Additionally, Mr. Allen advised that Ms. Chamberlin provided additional information relating to the CVCC branding/logo project, which included the use of a firm from the Burlington area, Place Creative Company. Ms. Chamberlin felt the process was unifying and a morale booster. Exactly what is being requested needs to be defined prior to CVCC students doing the work. Mrs. Spaulding reiterated her desire to rename the district. Renaming of the district is not very probable at this time.

7. Other Business

In response to a query regarding recently received information relating to the "Best of Barre" designation received by the BUUSD, it was noted that this is probably not a legitimate award and appears as though it is an attempt to obtain funds.

Mr. Isabelle circulated a copy of the CVCC Annual Report that he received in the mail. The mailing list for this document is not known. Mr. Isabelle will check with Ms. Chamberlin to find out who the CVCC Annual Report is mailed to.

8. Items to be Placed on Future Agendas

- FY2021 Budget Follow-up
- Mission, Vision & Strategic Goals
- Logo/Branding

9. Next Meeting Date

The next meeting will be held on Thursday, **March 19, 2020** at 5:30 p.m., in the BUUSD Central Office in the First Floor Conference Area.

10. Adjournment

The Committee agreed by consensus to adjourn at 7:23 p.m.

Respectfully submitted,
Andrea Poulin