

**BARRE UNIFIED UNION SCHOOL DISTRICT  
COMMUNICATIONS COMMITTEE MEETING**

Via Zoom Conference  
May 7, 2020 - 5:30 p.m.

**MINUTES**

**COMMITTEE MEMBERS PRESENT:**

Alice Farrell, Chair - (BT)  
Sonya Spaulding, Vice-Chair - (BC)  
Guy Isabelle – (At-Large)

**COMMITTEE MEMBERS ABSENT:**

**ADMINISTRATORS PRESENT:**

John Pandolfo, Superintendent  
Josh Allen, Communications Specialist  
Stacy Anderson, Co-Director of Special Services

**OTHER BOARD MEMBERS PRESENT:**

Paul Malone

**GUESTS:**

Winton Goodrich                      Susan Holson

**1. Call to Order**

**Mr. Malone called the Thursday, May 7, 2020 BUUSD Communications Committee meeting to order at 5:34 p.m., which was held via video conference.**

**2. Organize**

Mr. Malone advised regarding organization of the Committee, and asked for nominations for the position of Committee Chair.

**Mrs. Spaulding nominated Alice Farrell for the position of Committee Chair, seconded by Mr. Isabelle.**

There were no additional nominations.

**The Committee agreed by consensus to appoint Alice Farrell as the Communications Committee Chair.**

Mrs. Farrell chaired the remainder of the meeting.

**Mr. Isabelle nominated Sonya Spaulding for the position of Committee Vice-Chair, seconded by Mrs. Farrell.**

There were no additional nominations.

**The Committee agreed by consensus to appoint Mrs. Spaulding as the Communications Committee Vice-Chair.**

**3. Additions and/or Deletions to the Agenda**

None.

**4. Public Comment**

None.

**5. Approval of Minutes**

**5.1 Meeting Minutes of February 11, 2020**

**The Committee agreed by consensus to approve the Minutes of the February 11, 2020 BUUSD Communications Committee meeting.**

**6. New Business**

None.

## **7. Old Business**

### **7.1 FY2021 Budget Follow-up**

Discussion was held regarding the success of communication of the FY21 Budget. Mr. Allen was lauded for the tremendous job he performed; creating excellent reports and assuring that budget and school information reached every household in Barre City and Barre Town, as well as much on-line outreach to the community. Mr. Allen reported that he received much feedback from staff, who expressed that they believe communication was ‘above and beyond’, and there was much positive input relating to the mailings. Mr. Allen believes more can be done next year, and communication will be very important given the current circumstances. Mr. Pandolfo stressed that budget promotion should be a year-round event, and that there should be continuous promotion of the positive things that occur throughout the BUUSD. Mr. Pandolfo believes it would be beneficial to start advising the community regarding the difficult situation the BUUSD will be facing next year. Mr. Isabelle advised regarding the recent ad in the Times Argus that promoted the districts’ schools, focusing on remote learning. Mr. Isabelle feels it is important to be as transparent as possible regarding the upcoming fiscal challenges. Mr. Malone advised that the BUUSD will need to do an intense job of advising the public regarding upcoming issues, tax implications, and that the situation is not ‘our choice’.

### **7.2 Mission, Vision, and Strategic Goals**

#### **7.2.1 Portrait of a Graduate**

Four documents were distributed; a document titled ‘A Vermont Portrait of a Graduate’, a document titled ‘Vermont Portrait of a Graduate’, a document from the Agency of Education titled ‘A Vermont Portrait of a Graduate’, and a document titled ‘Barre Unified Union School District – VSBA Strategic Planning Proposal’ (presented by Winton Goodrich, Leadership Development Consultant – May 7, 2020). Mrs. Spaulding advised that Ms. Holson and Mr. Goodrich are in attendance to provide an overview of a proposal from VSBA. Ms. Holson thanked the Committee for their invitation, and proceeded to introduce Mr. Goodrich, including a brief overview of his experience. Mr. Goodrich addressed the Committee and provided additional information relating to his background and experience. Mr. Goodrich provided an overview of the Strategic Plan Development Process and Timeline document, advising that the proposal is a very fast tracked process. The proposal includes formation of a Design Team of 10 individuals. The Design Team would meet approximately 8 to 10 times between now and the beginning of July 2020. Six various Feedback Groups would also be formed (Teacher/Staff, Parents, Students, Business Leaders, Administrators, and non-Profit/Community-based members). The Communications Committee would identify both internal and external stakeholders to serve on the Design Team and Feedback Groups. The Design Team would prepare survey questions to be used to gather feedback from the Feedback Groups. Two separate surveys would be created, each with sets of questions that would be presented to each of the Feedback Groups (Survey #1 questions based on “What should the Schools Stop, Start, or Continue doing to prepare students to become contributing members of society, skillful workers, and life-long learners?”, and Survey #2 questions based on “What are the Schools’ Strengths, Opportunities, Aspirations and intended Results as perceived by school and community stakeholders?”) After holding forums with Feedback Groups, the Design Team would begin to shape development of strategic plan goals (based on feedback), and would then meet again with Feedback Groups to share the strategic plan goals and collect feedback. The Design Team would provide an update to the Board, and continue work on development of strategic goals, utilizing feedback, and an analysis of student competency data. The Design Team would meet with administrators to share their work and develop measurable indicators of success. The plan should encompass a time period of 4 to 5 years. Mr. Goodrich stressed that once the plan is in place, it is essential for the Board to receive quarterly reports to assess whether or not indicators of success are being met, and to make adjustments accordingly. Without regular, continuous follow-up, it is not worth undertaking this project. It will be necessary to have indicators of progress (based on strategic priorities) for a 5 year timeframe. The cost for the process, based on all of the steps outlined in the document presented, is \$6,800. Ms. Holson sent Mrs. Spaulding some links for possible grants. Mr. Goodrich suggested that Mrs. Spaulding also reach out to local businesses for funding. The Committee discussed timing of the project. It was agreed that given the current circumstances (COVID-19), it would not be possible to begin this project utilizing the timeline as outlined in the document. It was agreed that it would be best to begin the project in the fall of 2020 (no earlier than mid-September), with completion in late November or early December. This timeframe should allow for identification of strategic goals and plans, prior to budget development. The Committee agreed that this proposal should be presented to the Board next Thursday (05/14/20). It will not be necessary for Mr. Goodrich to attend the Board Meeting. Mr. Goodrich will prepare an amended proposal that reflects a timeline for the project starting in the fall of 2020. The amended proposal will be presented to the Board on 05/14/20. Individuals working on the project will work with Mr. Allen for communications purposes related to the project. Mr. Goodrich and Ms. Holson were thanked for their attendance at the meeting.

Mr. Pandolfo advised that the ‘Portrait of a Graduate’ information was received in AOE documentation, and he included it in the meeting packet for informational purposes. Mrs. Spaulding believes the information is very broad and applies statewide, and though it should be reviewed, she believes the proposal from Winton Goodrich is a better option.

#### **7.3 Logo/Branding**

Mr. Allen believes that logo and branding are necessary, but feels that the Mission/Vision Statement and Strategic Plan should be put in place first. Mr. Allen believes the BUUSD should work with CVCC to complete the logo/branding work. Mrs. Spaulding would like to see the BUUSD name change as part of the Mission/Vision/Strategic Plan undertaking. Mr. Pandolfo believes the Board has the ability to change the BUUSD’s name without voter approval, but cautioned that legal advice should be sought to confirm if that is correct. Mr. Allen reiterated that logo/branding should be kept as a future agenda item, but does not believe the project can proceed very far prior to completion of the Mission/Vision/Strategic Plan project. Mr. Isabelle advised that a name change will involve changes to multiple areas, e.g. letterhead, and possibly team uniforms (which may also be dependent on logo determination).

Mr. Allen advised that logos, especially at the elementary and middle schools, are one of his main concerns. Additionally, Mr. Allen advised that exact colors need to be defined and that each school needs distinct branding. Mr. Pandolfo suggested that Mr. Allen, as Communications Specialist, begin discussions with administrators regarding this matter.

#### **8. Other Business**

Mr. Malone queried regarding graduation plans for 2020. Mr. Pandolfo advised that **the State will issue official guidelines on Friday, 05/08/20.** The unofficial guidelines advise that there should be no school events for groups greater than 10 individuals. Administrators and staff have been working on developing multiple plans, and will select one based on official guidelines.

Regarding the last day of school, Mr. Pandolfo advised that the BUUSD may wish to follow the defined school calendar, or may choose to consider a different day. The school calendar includes 180 student days, but State Statute requires only 175. The last day for staff members also needs to be determined. There are contractual issues as part of that consideration. **The Superintendent is not ready to make a decision or recommendation at this time.**

#### **9. Items to be Placed on Future Agendas**

- Budget Process Communication
- Communication of the “New Normal” for Re-opening of Schools.
- Logo / Branding (may be delayed until after completion of the Mission/Vision/Strategic Goals Statement)

#### **10. Next Meeting Date**

The next meeting will be held on Thursday, June 4, 2020 at 5:30 p.m. via video conference.

#### **11. Adjournment**

**The Committee agreed by consensus to adjourn at 7:15 p.m.**

Respectfully submitted,  
*Andrea Poulin*