

**BARRE UNIFIED UNION SCHOOL DISTRICT  
COMMUNICATIONS COMMITTEE MEETING**  
BUUSD Central Office and Via Video Conference – Google Meet  
September 2, 2021 - 5:30 p.m.

**MINUTES**

**COMMITTEE MEMBERS PRESENT:**

Alice Farrell, Chair - (BT)  
Abigayle Smith, Vice-Chair (BC)  
Guy Isabelle – (At-Large)

**COMMITTEE MEMBERS ABSENT:**

**ADMINISTRATORS PRESENT:**

Chris Hennessey, Superintendent  
Josh Allen, Communications Specialist

**OTHER BOARD MEMBERS PRESENT:**

Sonya Spaulding

**GUESTS PRESENT:**

Josh Howard

**1. Call to Order**

The Chair, Mrs. Farrell, called the Thursday, September 2, 2021 BUUSD Communications Committee meeting to order at 5:31 p.m., which was held at the BUUSD Central Office and via video conference.

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

On a motion by Mr. Isabelle, seconded by Ms. Smith, the Committee unanimously voted to approve the Agenda as presented.

**3. Public Comment**

None.

**4. Approval of Minutes**

**4.1 Meeting Minutes for August 5, 2021 BUUSD Communications Committee Meeting**

On a motion by Ms. Smith, seconded by Mr. Isabelle, the Committee unanimously voted to approve the Minutes of the August 5, 2021 BUUSD Communications Committee meeting.

**5. New Business**

**5.1 Strengthening/Improving Communication with All Community Members**

Mr. Allen advised that there are four COVID funded items being developed, including new features for the web site. ESSER funded features include; translation of all web site postings (including email messages), integration of the web site with Infinite Campus (which will assure that the mailing list is as current as possible), switching from Mailchimp to Finalsite Messages (which will be integrated with the web site), and creation of a District mobile app. Mailchimp will be kept as a backup option. The app will be available on the Apple Store and Android as well. The District will need to have a campaign to encourage parents to download the application. The app will allow access to all content that parents most commonly look at. Push notifications can be sent through the app. This ‘instant messaging’ system is a much faster way to communicate (school closures, emergencies, etc). Mr. Allen was lauded for his many accomplishments, making tremendous gains in the District’s ability to communicate. It was confirmed that the ‘Call-Em-All’ feature will continue to be used. Mr. Allen reiterated that implementation of these new features is in the infant stage. The integration with Infinite Campus is currently being worked on with the IT Department. Mr. Allen is optimistic that the integration will be completed sometime in October. Timely communication is essential and the District continues to make progress and build capacity. It was noted that cross-training is also occurring. In response to a query, it was noted that Mr. Allen and Mr. Hennessey attended the recent Barre Forum, though only two parents were in attendance at that particular session. It was noted that some individuals may have attended other sessions, or virtual sessions. It was suggested that the Strategic Plan be shared with the Barre Forum Event Coordinators (for inclusion in future sessions).

### **5.2 Back to School Communication Report**

Mr. Allen reported that he has been extremely busy with Back to School communications, and has received much positive feedback. Mr. Allen requested Committee feedback regarding the current weekly updates. "Communication fatigue" is always a concern, and was a factor in determining the update schedule. Mr. Hennessey advised that there have been some substantial transportation delays at the start of the school year and the District has tried to communicate information to parents in a timely manner. Mr. Allen reported that the new Digital Media Arts II instructor is very interested in collaborating with the Communications Department for creation of student-made videos.

### **5.3 Recap of Board Engagement Document**

Mr. Allen created the document a few weeks ago and is revising it based on comments and feedback. Mr. Allen would appreciate additional guidance on this document. Mr. Allen would like to present a draft to the Board at their next meeting. It will be important for the full Board to 'weigh-in' on this document. This document can be amended as needed, including the possible addition of information pertaining to community forums. A draft will be presented at the 09/09/21 Board meeting.

### **6. Old Business**

None.

### **7. Other Business**

None.

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

- Update on Strengthening/Improving Communication with All Community Members
- Feedback on COVID Related Communication (from Board and Community Members)
- Promotion of SHS to Out of District Students
  
- Branding and Logo – Add to Parking Lot

### **9. Next Meeting Date**

Due to a conflict (VSBA Regional Meeting), the October 7, 2021 meeting has been rescheduled.

The next meeting will be held on Wednesday, October 6, 2021 at 5:30 p.m., at the BUUSD Central Office and via video conference.

### **10. Adjournment**

**On a motion by Mr. Isabelle, seconded by Ms. Smith, the Committee unanimously voted to adjourn at 6:23 p.m.**

Respectfully submitted,

*Andrea Poulin*