

AGENDA



**Addison Central School District
Communications and Engagement Committee
Committee Meeting
Wednesday, May 25, 2022, 8:45 am - 9:45 am
ACSD Conference Room, 49 Charles Avenue, Middlebury & Virtual Connection**

Please click the link below to join the webinar:

<https://us06web.zoom.us/j/86102071999>

- A. Call to Order Upon Reaching a Quorum
- B. Introductions: Board Members, Administrators and Staff
- C. Approve the Agenda
- D. Public Comment
- E. Recommendation to Approve the Minutes of May 13, 2022
- F. Committee Discussion:
 - 1. Communications & Engagement Around FMP Report
- G. Other Business
- H. Next Committee Meeting: Wednesday, June 8, 2022, 8:45-9:45 AM
- I. Adjournment

MINUTES



**Addison Central School District
Communications and Engagement Committee
Committee Meeting
Friday, May 13, 2022, 8:30 am - 9:30 am
208 Charles Avenue, Middlebury, VT & Virtual Connection**

In Attendance

Brian Bauer; Joanna Doria; Lindsey Hescok; Mary Heather Noble

Please click the link below to join the webinar:

<https://us06web.zoom.us/j/82677594814>

A. Call to Order Upon Reaching a Quorum

Meeting called to order at 8:40 a.m.

B. Introductions: Board Members, Administrators and Staff

Emily Blistein, ACSD Director of Communications also present.

C. Approve the Agenda

Motion to approve the agenda.

Move: Lindsey Hescok Second: Brian Bauer Status: Passed

D. Public Comment

No public comment.

E. Recommendation to Approve the Minutes of April 14, 2022

Motion to approve the minutes of April 14, 2022.

Move: Lindsey Hescok Second: Brian Bauer Status: Passed

F. Committee Discussion:

1. Research - Routine Engagement Ideas

Tabled for future meeting.

2. Communication & Engagement around FMP Report

Mary Heather Noble opened the discussion about communications and engagement around the Facilities Master Plan report, and welcomed Board Chair Victoria Jette to provide the Facilities Committee perspective on what they would like the Communications & Engagement Committee to accomplish.

Victoria Jette reported that the Facilities Committee is working to have 50 hard copies of the report printed (spiral bound). Copies will be available at all ACSD schools and Town centers, as well as area libraries. They will have copies available for folks to read at Central Office, and people can also request their own stapled copy of the report. She believes that most people will access the report electronically, and hopes to have it distributed in ACSD and

Board newsletters, as well as via Facebook and Instagram posts, and in an email announcement from the Superintendent's office.

Brian Bauer expressed the importance of having the communications written in plain language, without too much educational jargon. The group agreed, and Mary Heather Noble asked Victoria Jette what highlights from the full report should be included in any slides, fact sheets, or other materials that are created to make the content more digestible. Victoria suggested that any materials created to "translate" the report to the general audience should discuss 1) Why the FMP was done, 2) What the process was, 3) What work was completed, and 4) What has been found/What is known to date.

Brian Bauer asked about delivering the information by town, so people can see what's in store for their specific town school. Victoria Jette emphasized that the purpose of the facilities planning effort is to make decisions about the ACSD's collective resources, and not look at it as a town-by-town report. Mary Heather Noble reminded the group that school-by-school summaries are included in the tables of the report.

Lindsey Hescocock asked about making sure that the electronic distribution is included in the Principal's end-of-week email, and also suggested including some printed copies at the area early education centers. She also suggested creating a multi-part series of either emails or podcasts or some other broadcast (like the eChat) that each focus on a particular component of the FMP report.

Joanna Doria asked about the timeline for this work in tandem with the other deliverables that the Board is working to accomplish, including the strategic plan for equity. How do these fit together, and what, ultimately is the Board trying to accomplish with the FMP report?

Brian Bauer wondered why we don't ask the community what how they would like to receive the information. Emily Blistein agreed that a communication survey would be great so we could focus our energies appropriately, but is also aware of the likelihood that the community is reaching saturation with surveys right now. In general, she has received feedback that folks feel the District gives them too much information, and that it's difficult to navigate. She has been trying to distill District messaging to just a few basic most important points, with clear intent for next steps and how folks can engage in the future.

Mary Heather Noble asked the group about what community engagement strategies would be best for identifying "what next" after the FMP report. We had talked about doing a Q&A webinar to have a better back-and-forth conversation with stakeholders -- advantages include reaching a wider audience and not having to coordinate space/childcare for a public meeting. Do we want to consider in-person with remaining COVID concerns? People want to have conversations about this, they don't want to be lectured at. Mary Heather suggested having Board member office hours at Central Office so people could drop in to have conversations about the FMP report (and other matters). Victoria Jette liked that idea. Emily Blistein asked: What is the question that you want to bring to the community compels people to work together moving forward. There is such a divide between different camps right now.

Lindsey Hescocock and Brian Baier offered more suggestions about using the Addison Independent and posters to draw people in. Joanna Doria said that the tricky part is identifying what the poster will say. Mary Heather Noble said the role of the committee is to bridge the communication gap between the differing perspectives, acknowledging that both perspectives are true and trying to find common values. There is too much focus on positions re: school closure rather than common educational values (small school experience, community benefit, etc). Joanna Doria stated that if the District wants to restore trust in the

community, it needs to conduct a full examination of the cost of IB and the impact of the 6th grade move. Board members need to be willing to be uncomfortable in these conversations.

The group talked about the finite resources issues -- and the tension between what ACSD can and can't control (e.g., operational decisions vs state controls on budgeting). Time was running out and both Joanna Doria and Lindsey Hescok needed to leave, so Mary Heather Noble said she would create some slides/handouts and small ad examples with distilled FMP report content to run by both this and the Facilities Committee. She would also work with Emily Blistein finalize a timeline for "pulsing out" some of the FMP report notices. In the meantime, let's keep thinking about best engagement strategies moving forward. Needs to be worth the effort, also may need to coordinate with the strategic plan work.

3. Next Board Update: End of June/Early July 2022

Next Board update should include information and links to the Facilities Master Plan report and supporting materials, as well as additional opportunities for engagement. Specifics tabled discussion at future meeting.

G. Other Business

None.

H. Next Committee Meeting Date/Time

To be determined. Fridays and Mondays are tough for Lindsey Hescok. Morning are best. Mary Heather Noble will send a Doodle Poll.

I. Adjournment

Meeting adjourned at 9:45 a.m.

Respectfully Submitted,
Mary Heather Noble, Recorder

Motion to adjourn.

Move: Lindsey Hescok Second: Mary Heather Noble Status: Passed