

AGENDA



**Addison Central School District
Communications and Engagement Committee
Committee Meeting
Friday, February 25, 2022, 8:30 am - 9:30 am
208 Charles Avenue, Middlebury, VT & Virtual Connection**

Please click the link below to join the webinar:

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- 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 February 9, 2022
- F. Committee Discussion:
 - 1. Planning for Community Engagement around FMP Report
 - 2. Board Newsletter for March 2022
- G. Other Business
- H. Next Committee Meeting: Friday, March 11, 2022, 8:30-9:30 AM
- I. Adjournment

MINUTES



**Addison Central School District
Communications and Engagement Committee
Committee Meeting
Wednesday, February 9, 2022, 8:30 am - 10:00 am
ACSD Central Office, 49 Charles Avenue, Middlebury, VT & Virtual Connection**

In-Person Attendance

Jennifer Nuceder; Lindsey Hescocock; Mary Heather Noble

Remote Attendance

Amy McGlashan; Betty Kafumbe

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A. Call to Order Upon Reaching a Quorum

Meeting called to order by Mary Heather Noble at 8:38 a.m.

B. Introductions: Board Members, Administrators and Staff

Staff: Emily Blistein, Director of Communications

C. Approve the Agenda

Motion to approve.

Move: Jennifer Nuceder Second: Amy McGlashan Status: Passed

D. Public Comment

None

E. Recommendation to Approve the Minutes of January 21, 2022

Motion to approve.

Move: Jennifer Nuceder Second: Amy McGlashan Status: Passed

F. Committee Discussion:

1. Planning for Community Engagement around FMP Report

Mary Heather Noble reopened the conversation from the last meeting about communication and outreach around the Facilities Master Plan report. One plan that had been discussed was creating a few eChat videos -- Mary Heather Noble asked Jennifer Nuceder and Amy

McGlashan about the process that had been followed to produce those videos last year.

We will need to coordinate with MCTV to schedule the studio time, etc. Last year the Committee created objectives for the information it wanted to include, and drafted interview questions to help formulate answers that would meet the objectives. Mary Heather Noble and Jennifer Nuceder can think about objectives from a Facilities Committee perspective, and Emily Blistein can help to identify questions that community members might have about the report, so we can begin to think about crafting responses that will help people be able to digest the material being presented in the report.

Emily Blistein and Lindsey Hescock wondered about timing -- Jennifer Nuceder suggested aiming to release eChat videos around the same time as the final report so that people have a few different ways to access the information. The full Board will review the draft report on Feb 14th. Mary Heather Noble and Jennifer Nuceder are hoping to incorporate their comments into a final draft for the Board's approval on Feb 28th.

Lindsey Hescock expressed concern about that being enough time to incorporate public feedback, as well as the March election and introduction of new Board members into the process. How will this impact the timeline? Mary Heather Noble clarified that the report is not a decision about facilities; rather, it is a comprehensive summary of the assessment & investigation work that has happened over the past four years, so she didn't think it was appropriate to invite public input into the report itself. The goal is to communicate the content of the report and engage the public moving forward. As for the introduction of new Board members -- this may be a factor if the report is not finalized before the election. It depends on how the Board feels about the draft, and whether many revisions need to be made.

Mary Heather Noble asked about other strategies the Committee would like to move forward with besides eChats. Emily suggested putting some effort into one-on-one conversations with people who have already been engaged in the process, shift the collective energy from anger to collaboration. Amy McGlashan likes the idea of less formal coffee chats, perhaps similar to the porch conversations, and emphasized that the Board needs to hear what people have to say about the process. Betty Kafumbe also agreed with the idea of having small group discussions.

Jen Nuceder wondered whether it would be helpful to invite the public to a Communications & Engagement meeting that is specifically intended to provide small group discussions -- to communicate & clarify what point we're at in the FMP process and get input on where we go from here. Lindsey noted that the Committee will need to be clear about the intentions so folks know what to expect from the meetings.

Emily Blistein again emphasized the importance of having smaller, lower-stakes conversations to foster two-way conversations. We can take the opportunity to ask folks, "What would work better?" Trust and transparency is both fact and feeling.

Mary Heather Noble noted the time, and said that we would ask the full Board about proceeding with eChats, a public meeting presentation of some kind (either in-person or webinar format), and a series of smaller coffee chats around the FMP report as part of the community engagement effort. We will need to be thinking about designing interview questions for the eChats, and pay particular attention to the questions we may get from both Board & community members at the next Feb 14th board meeting. Next Committee meeting will be focused on timelines & planning what these engagement efforts might look like.

Tabled for next meeting.

H. Other Business

None

I. Next Committee Meeting: Thursday, March 3, 2022, 8:30-9:30 AM

Next meeting correction: Friday, February 25, 2022 at 8:30 a.m.

J. Adjournment

Meeting adjourned at 9.43 a.m.

Respectfully submitted,
Mary Heather Noble, Recorder

Motion to adjourn

Move: Jennifer Nuceder Second: Mary Heather Noble Status: Passed