

AGENDA



**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

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 January 21, 2022
- F. Committee Discussion:
 - 1. Planning for Community Engagement around FMP Report
- G. Board Newsletter for March 2022
- H. Other Business
 - I. Next Committee Meeting: Thursday, March 3, 2022, 8:30-9:30 AM
- J. Adjournment

MINUTES



**Addison Central School District
Communications and Engagement Committee
Committee Meeting
Friday, January 21, 2022, 4:00 pm - 5:00 pm
208 Charles Avenue, Middlebury, VT & Virtual Connection**

In-Person Attendance

Amy McGlashan; Jennifer Nuceder; Mary Heather Noble

Remote Attendance

Betty Kafumbe; Lindsey Hescock

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A. Call to Order Upon Reaching a Quorum

Committee Chair Mary Heather Noble called meeting to order at 4:07 p.m.

B. Introductions: Board Members, Administrators and Staff

Staff: Emily Blistein, Director of Communications

C. Approve the Agenda

Motion to approve the agenda.

Move: Jennifer Nuceder Second: Betty Kafumbe Status: Passed

D. Public Comment

None

E. Recommendation to Approve the Minutes of January 7, 2022

Lindsey Hescock noted that she was present online from her office, but was not able to join as a panelist and had missed portions of the discussion due to work -- therefore abstained from voting on the meeting minutes.

Amy McGlashan abstained from voting on the minutes since she was absent from that meeting.

Motion to approve meeting minutes for January 7, 2022.

Move: Jennifer Nuceder Second: Betty Kafumbe Status: Passed

F. Committee Discussion:

1. Status of Website Updates

Mary Heather Noble provided a few details on the status of website updates. She has been heavily involved with Facilities Committee work this week, so did not do all the updates she had hoped to. The "Our Facilities Master Plan Journey" page has been updated, and she has a Google doc with the other recommended updates to FAQs and other pages. Will connect with Emily Blistein next week to begin that process. Anyone with additional updates should email Mary Heather Noble.

Mary Heather Noble also shared that we now have a dedicated ACSD Board voicemail line: 802-382-1700. This information will also need to be added to website. Sharon Fletcher has given Mary Heather Noble the access code information to check voicemails. Mary Heather Noble will forward information to all Committee members, but plans to check the line once a week. Will ask someone else to check if she can't.

2. Draft Recommendations for Meeting Minutes

Mary Heather Noble shared the Draft Recommendations for Recording Meeting Minutes document for the group's review. She reported that she had also shared with Suzanne Buck as the ACSD Board Secretary and has received her feedback as well. Comments by item:

1. Mary Heather Noble shared that Suzanne Buck thought the actual wording of the statute dictating the legal requirements for meeting minutes should be cited. Jennifer Nuceder suggested clarifying language to just say, "summarized from 1 VSA Section 312(b)" so that it's clear.

2. Fine as is -- we should continue to structure minutes after meeting agenda.

3. Fine as is -- everyone agrees that the video recordings should be useful to the public and marking times that specific agenda items are discussed will help people access the information they are seeking.

4. The Committee discussed the need to clarify expectations and requirements for characterizing public comment. All agree that comments should be very briefly summarized. Need full Board discussion (perhaps a legal opinion?) around how to record public comments when content breaches student/staff privacy policies.

5. Regarding revisions to meeting minutes -- we need clarity around the process for this. Requests to revise meeting minutes should happen while in the draft stage, prior to board approval. If someone wishes to clarify or provide a rebuttal to a public comment already recorded in meeting minutes, they should provide that clarification or rebuttal during public comment of the next board meeting so it can be entered into the public record that way. Revising already-approved meeting minutes would require a re-vote.

Jennifer Nuceder suggested adding steps to the document to make it clear who records minutes, and how they are posted so that the entire process is illustrated. The Committee also discussed the importance of using these recommendation/procedure documents for future Board trainings. Mary Heather Noble will make revisions to the document and bring to the Executive Committee for full Board discussion.

3. Outreach around FMP Report

Mary Heather Noble provided an update on the status of the draft Facilities Master Plan report. The Facilities Committee is hoping to share the draft report with the full Board at the

February 14 Board meeting -- Mary Heather Noble would like the Communications & Engagement Committee to start thinking about other forms of community engagement around the final report.

Betty Kafumbe suggested doing an eChat video and/or webinar with time for participant questions. Amy McGlashan agreed, and thought that doing several webinars with slides would be a good way for people to access the report information. She suggested the Committee think about a multi-pronged approach, including other media such as local TV and radio interviews.

Mary Heather Noble wondered whether the size/complexity of the process warrants a series of eChat videos. Jennifer Nuceder cautioned against the impulse to re-broadcast the entirety of the last four years of the process. What's important for people to understand is what the Board knows from its work and where we are now.

Betty Kafumbe suggested a podcast series, perhaps to break up the content. Emily Blistein noted that the report content feels like an episode of VPR's "Brave Little State" and that doing a podcast or some other audio-visual method to convey the story of the process will increase accessibility. The FMP process is one of the major issues separating people in the ACSD community, so it's worth the additional effort.

Mary Heather Noble asked about how the Committee envisions using the Addison Independent to engage the community with the FMP report. John Flowers will likely report on it. Jennifer Nuceder suggested reaching out to John Flowers prior to the release of the report to see if he would be willing to do an interview with Mary Cullinane or Victoria Jette to get report highlights into an article. Mary Heather Noble also suggested doing an ad in the paper and Front Porch Forum to direct people to the written report, eChat videos, and any other content formats we decide to provide.

Lindsey Hescock asked about the length and volume of report material. Mary Heather Noble stated that the draft manuscript is currently ~44 pages long. Not sure how that will translate with formatting, but it is going to be a big report. Lindsey Hescock expressed concern about the readability for most of the ACSD community, and suggested doing a reading level analysis as part of the editing process. She also wondered about student feedback. Amy McGlashan agreed and emphasized the importance of reaching the people who might not otherwise read the report, rather than focusing on the people who are already heavily involved in the process. Jennifer Nuceder and Mary Heather Noble both stressed the need to spend the Committee's time and energy wisely.

G. Other Business

None

H. Next Committee Meeting: February 4, 2022, 4:00-5:00 PM

Next Committee meeting will be Wednesday, February 9, 2022 at 8:30 a.m.

I. Adjournment

Meeting adjourned at 5:20 p.m.

Respectfully submitted,
Mary Heather Noble, Recorder

Motion to adjourn.

Move: Amy McGlashan Second: Mary Heather Noble Status: Passed