

AGENDA



**Addison Central School District
Communications and Engagement Committee
Committee Meeting
Friday, December 3, 2021, 12:00 pm - 1:00 pm
208 Charles Avenue, Middlebury, VT & Virtual Connection**

Please click the link below to join the webinar:

<https://zoom.us/j/99046908716>

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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 Minutes of November 16, 2021
- F. Committee Discussion:
 - 1. Website Updates
 - 2. Templates for Board Meeting Minutes
 - 3. Surveying ACSD Stakeholder on Communication Preferences
- G. Other Business
- H. Next Committee Meeting Date and Time
- I. Adjournment

MINUTES



**Addison Central School District
Communications and Engagement Committee
Committee Meeting
Tuesday, November 16, 2021, 4:00 pm - 5:00 pm
208 Charles Avenue, Middlebury, VT & Virtual Connection**

In-Person Attendance

Mary Heather Noble

Remote Attendance

Amy McGlashan; Betty Kafumbe; Jennifer Nuceder

Please click the link below to join the webinar:

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A. Call to Order Upon Reaching a Quorum

Meeting called to order at 4:06 p.m.

Also present: Emily Blistein, ACSD Director of Communications

B. Approve the Agenda

Motion to approve.

Move: Jennifer Nuceder Second: Betty Kafumbe Status: Passed

C. Public Comment

No public comment.

D. Recommendation to Approve Minutes of October 29, 2021

Motion to approve the minutes.

Move: Jennifer Nuceder Second: Betty Kafumbe Status: Passed

E. Committee Discussion:

1. Communications for Facilities Master Plan Update

Mary Heather Noble shared the final Facilities Master Plan Update letter -- it was revised a bit from the draft version shared at the last full Board meeting. Excerpts from that draft letter were quoted in the November 11, 2021 Addition Independent, so it would be good to get the

final letter out to the community soon.

Distribution modes for the update letter:

- "Board Updates" link on Board website
- District Nov/Dec Newsletter with links to the document (Emily Blistein expects this to go out in mid-Dec)
- E-mail distribution list
- Addison Independent (either Op-Ed or paid ad -- Mary Heather Noble will check with them about timing and price)
- Front Porch Forum with info about website link -- Mary Heather Noble will talk to Mary Cullinane about having Board members help post since we still do not have ACSD account.

Jennifer Nuceder provided an update regarding inclusion of ACSD Board communications on member town email distributions -- some town contacts seemed eager to include, others not as certain. Middlebury, Weybridge and Cornwall would easily include ACSD communications in their town announcements, but feedback from Shoreham was that the information would need to be limited to one paragraph, and Ripton felt that it would need permission from their Selectboard. Jennifer Nuceder wondered whether it would even be a good idea to do this if the information is not consistently distributed across all towns. Mary Heather Noble agreed that partial information to only part of the ACSD community seems like a bad idea.

Betty Kafumbe asked about whether it would be easy/appropriate to do a community survey to ask about where ACSD community updates should appear (to reach the folks without kids in the schools). Emily Blistein agreed that this is a good question, and Mary Heather Noble suggested adding to the next meeting agenda.

2. Board Member Contact Information on ACSD Website

Mary Heather Noble brought up the issue of whether it's appropriate for Board member personal phone numbers to be posted on the ACSD website -- yes or no? If no, the committee would need to find another way for community members to contact the Board via telephone.

The only other nearby District that posted Board member phone numbers is the Burlington School District -- all the other ones just provide district email addresses. Rutland School District provides a contact form to allow community members to provide comments and contact information without needing an email address.

Mary Heather Noble talked to Sharon Fletcher about options, and it is possible for IT to set up a separate phone line through the Central Office number that would allow people to leave a voicemail for the Board. Someone from the Communications & Engagement Committee would need to check it on a weekly basis (at a minimum) -- IT would provide instructions on how to access messages.

Amy McGlashan expressed her support for removing the personal phone numbers from the website and setting up a direct voicemail line, as long as a protocol is established for checking the messages and (like we've proposed for our email comments) directing them to the appropriate people for follow-up. Emily Blistein noted that the voicemail message can also state how frequently messages are checked, and offer website info for Board member emails if they want a more prompt response.

Betty Kafumbe wondered whether it was possible for the system to automatically notify

committee members with a text when a message is left -- Emily Blistein suggested setting up Google voice, but also noted that someone would still need to go in and check the message. Need to check with IT on this when it is set up.

Betty Kafumbe also had a suggestion about consolidating Board member bios and contact information on the website, and noted that the layout is awkward when viewed on mobile phones. Emily acknowledged this challenge to the website in general -- she and Mary Heather will take a look at how to refine this.

3. Other Website Updates

Mary Heather Noble asked the group to take a look at the website, especially the Facilities Master Plan pages, to make sure that the information is current and accurate. Some of the links on the "Our Facilities Master Plan Journey" are not working, and this needs to be resolved before the updated letter goes out since it refers readers to that document. Mary Heather Noble will have this as an agenda item for the next committee meeting so that priority updates can be made.

Betty Kafumbe suggested that the Chat videos be embedded in the FAQ answers. Mary Heather Noble confirmed that the two Echat videos about the educational/equity reasons behind the Facilities Master Planning process are currently embedded in the "Is This About Facilities or Students?" category of the FAQ page. The group agreed that the other Echat video about "How we got here" can be linked into the background information part of the FAQ page.

F. Other Business

Mary Heather Noble noted that she had hoped to talk about identifying a template for Board meeting minutes, but will save for the next committee meeting.

G. Next Committee Meeting: December 3, 2021, 12:00-1:00 PM

H. Adjournment

Meeting adjourned at 5:11 p.m.

Respectfully submitted,

Mary Heather Noble, Recorder

Motion to adjourn.

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