

AGENDA



**Addison Central School District
Communications and Engagement Committee
Committee Meeting
Thursday, September 23, 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/93537636622>

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- A. Call to Order Upon Reaching a Quorum
- B. Approve the Agenda
- C. Public Comment
- D. Approve the Minutes of August 24, 2021
- E. Committee Discussion:
 - 1. Regular Board Communications - Next Steps
 - 2. Communication Needs for Facilities Master Plan
- F. Other Business
- G. Next Committee Meeting Date and Time
- H. Adjournment

MINUTES



**Addison Central School District
Communications and Engagement Committee
Committee Meeting
Tuesday, August 24, 2021, 12:00 pm - 1:00 pm
49 Charles Avenue, Middlebury, VT & Virtual Connection**

In-Person Attendance

Amy McGlashan; Jennifer Nueder; Mary Heather Noble

Remote Attendance

Betty Kafumbe; Lindsey Hescok

Please click the link below to join the meeting:

<https://zoom.us/j/95905017748?pwd=dFBrl3hiSHpyWjg5KzlxVzhNQ3VWQT09>

A. Call to Order Upon Reaching a Quorum

Meeting called to order at 12:20 p.m. by Mary Heather Noble.

Also present: Caitlin Steele, Assistant Superintendent to Teaching and Learning; Emily Blistein, Director of Communications

B. Approve the Agenda

Move: Jennifer Nueder Second: Amy McGlashan Status: Passed

C. Public Comment

None.

D. Approve the Minutes of June 7, 2021

Amy McGlashan abstained.

Move: Jennifer Nueder Second: Lindsey Hescok Status: Passed

E. Committee Discussion:

1. Communication Plan & Committee Priorities for 2021-2022 Year

Mary Heather Noble presented the meeting materials -- a preliminary audit of the Board's communication and engagement responsibilities and current methodologies, including strengths and weaknesses of how the Board currently works to keep ACSD stakeholders informed and engaged in Board decisions and activities. She stated her goal of using the table to guide the discussion and help the committee identify priorities to present at the August 30th Board Retreat.

Amy McGlashan stated that the group should probably have a clear objective about what the committee is responsible for, and what it is not responsible for. Mary Heather indicated that she had drafted a committee description for the Board website -- which outlines the responsibilities of the Communications and Engagement Committee, and that this might be

a good place to start.

Jen Nuceder suggested that perhaps the approach should be presenting this description and audit materials to the full Board to get its agreement on this. She reminded the group that the historic focus of the committee was the Facilities Master Plan and its public engagement process, since the committee was formerly the Planning and Engagement Committee and had been formally charged by the full board to complete a Facilities Master Plan and engage the public in that process. Mary Heather Noble agreed with this point, and suggested that the group get the Board's thumbs-up or thumbs-down opinion on how this committee is currently viewing the scope of its responsibilities, both in the committee description and the stated intentions behind its current communications and engagement efforts.

Lindsey Hescocock wondered if the "intentions" included in the meeting materials should be the committee's priorities. Amy McGlashan noted the importance of distinguishing between Board communications and District communications. She observed that the "intentions" seem to fall into three main categories: 1) Informing the Public, 2) Managing Public Input, and 3) Active Community Engagement. Jen Nuceder suggested altering the table presented in the meeting materials to organize the Board's communication & engagement efforts into those three categories, and then identify weaknesses/needs for each category. This will identify the committee's priorities for this year.

The group reviewed the materials and identified potential areas for improvement. Betty Kafumbe expressed support for a regular Board newsletter, perhaps a monthly Board summary in a District communication. She also suggested putting something in the newspaper, and again expressed support for including social media in the committee's approach. Jen Nuceder also likes the idea of a regular newsletter, but wants the committee to consider who the point person should be, and to be mindful of having it serve a particular goal. We need to make sure we are spending our time and effort wisely. Lindsey Hescocock also expressed support, but cautioned against confusing people with duplicate efforts to what the District is already communicating.

The group asked Emily Blistein to weigh in on committee priorities. Her initial feedback: the Board and District are communicating a certain way to a certain group of people -- people other than existing ACSD families are not being reached as consistently. She also noted the difficulty people have in finding information on the website -- they have to navigate it like it's a scavenger hunt, which then creates a dynamic between the Board and the public that is challenged. The information may be there, but if people aren't finding it, or it's too hard/lengthy to digest, they will complain that they haven't been informed. She told the group that she just started Twitter and Instagram accounts for the District, and that it will be good to include tidbits of Board information on those outlets, but cautioned against the Board having its own separate social media outlets. From her perspective, the committee's priority should be getting public comment/engagement to a healthy place.

Jen Nuceder and Amy McGlashan both reminded the group of the committee's prior recommendation about introducing a Q&A component to some Board meetings -- we should make that a priority. Betty Kafumbe also expressed support for ongoing informal porch conversations to both inform and engage the community in two-way conversations. She also suggested adding a comment box on the Board's website. Lindsey Hescocock agreed that old-school person-to-person outreach is so important, and thinks that Board members going to parent group meetings and other school/community events for Q&A sessions will do a lot to help. Jen Nuceder agreed, but reminded the group that we will need to be mindful of accidentally creating a quorum in the process.

Mary Heather Noble offered to make adjustments to the meeting materials to incorporate the group's comments, and will make a slide presentation with committee priorities for the group's review before the Board Retreat.

F. Other Business

None.

G. Next Committee Meeting Date and Time

To be determined.

H. Adjournment

Adjourned at 1:05 p.m.

Respectfully submitted,
Mary Heather Noble, Recorder