

AGENDA



**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**

Please click the link below to join the meeting:

<https://zoom.us/j/95905017748?pwd=dFBrL3hiSHpyWjg5KzlxVzhNQ3VWQT09>

- A. Call to Order Upon Reaching a Quorum
- B. Approve the Agenda
- C. Public Comment
- D. Approve the Minutes of June 7, 2021
- E. Committee Discussion:
 - 1. Communication Plan & Committee Priorities for 2021-2022 Year
- F. Other Business
- G. Next Committee Meeting Date and Time
- H. Adjournment

MINUTES

**Addison Central School District
Communications and Engagement Committee
Committee Meeting
Monday, June 7, 2021, 8:30 am - 9:30 am
Virtual Connection**

Remote Attendance

Betty Kafumbe; Jennifer Nuceder; Lindsey Hescok; Mary Heather Noble

Not In Attendance

Amy McGlashan

Join Zoom Meeting <https://us02web.zoom.us/j/82813154216?pwd=QzIPcG1uaHBkak1qVlgYRU4wT2svQT09>

Meeting ID: 828 1315 4216 Passcode: 69fhRU

A. Call to Order Upon Reaching a Quorum

Meeting was called to order at 8:34 AM.

Present: Caitlin Steele and Erika Garner

Lorraine Morse, Tanya Scuteri

B. Approve the Agenda

Agenda approved.

Move: Jennifer Nuceder Second: Betty Kafumbe Status: Passed

C. Public Comment

None

D. Approve the Minutes of May 27, 2021

Motion to approve the minutes.

Move: Jennifer Nuceder Second: Betty Kafumbe Status: Passed

E. Committee Discussion:

1. Status of Website Updates

Erika Garner provided overview of website updates, including two versions of the Facilities Master Plan landing page: one with icons & links to “Our FMP Journey,” “FMP Timeline” and “FMP FAQs” on the right, and one with the icons at the bottom of the page. She is looking for feedback on the committee’s preferred layout. Jen N and Betty prefer the icons to be more visible and upfront. Erika and MH expressed concern about having the content too compressed in that version. The group considered moving icons

to the top of the page to make the links visible -- all agreed on this format.

Caitlin asked if the icons for the “FMP Journey” and “FMP Timeline” link to the same page -- brought up the possibility of website users being confused by the two. Jen noted the importance of having both formats: the FMP timeline is more visual, and will function as a schedule when the facilities master plan process resumes in the fall, and the FMP Journey serves more as an annotated outline of the facilities planning story. Suggested adding language to clarify the distinction.

Caitlin suggested changing the icon symbol for the FMP Journey to make it clear that it is different than the FMP timeline -- all agreed. Betty noted that the FMP Journey outline should have bullet points to improve readability. MH will make those changes. Betty also suggested condensing paragraphs under “Why Facilities Master Plan” and “Where We Are in the Process” sections -- MH will work with Erika to edit these.

Erika also provided a glimpse of draft Board Committee page. She and Sharon Fletcher both think the Board and Committee meeting links should remain as is, all in one page, so is suggesting that we just have Committee descriptions & membership presented in an accordion/drop down style of layout. MH is compiling committee description content from Committee chairs -- we have content for the Policy and Negotiation committees so far. Jen brought up the importance of having the committee’s current work topics accessible to the public -- but the group has reservations about being able to update website prior to committee meetings. Caitlin confirmed the important of Jen’s point -- is there a system to put in place to direct folks to current info on committee work? Erika suggested directing users to meeting minutes and meeting materials. MH will work with Erika to keep building the Board Committee page improvements.

MH asked about the status of a form to send to Board members for bios & information for the Board landing page. Lindsey Hescok is working on that and will email to MH today. Lindsey also suggested looking at Ames School District website as a good example to follow.

2. Communications Plan Development

The group quickly reviewed intentions behind routine Board communications and engagement. MH stated that her goal is to draft a Communications Plan to share with the full board at the Board retreat. She asked if there are any intentions beyond what is listed in the meeting materials that should be included. Jen noted the importance of communicating how the Board works to the public, and helping people navigate the chain-of-command when they have questions or concerns. MH agreed with this liaison role. Caitlin also noted the importance of making sure the Board’s governance structure is understood by the ACSD Community, and also invited board members to provide feedback to Central Office on District webpages (e.g., IB information) if they are hearing that the public is not understanding that information.

MH directed the group’s attention to the methods being used, and asked the group to think about whether communication methods are: 1) effective (are they reaching who we need to reach, and are they aligned with our intent), 2) efficient (are we making too

many duplicative communications, or not enough, or are we confusing people about Board work vs District operations), and 3) sustainable (realistic for the committee to maintain over time). Lindsey stated that Board communications should be predictable, perhaps integrated into existing outreach pathways (school newsletters, etc.). Right now we get too many emails from different ACSD layers. MH pointed out that ACSD parents are saturated with communications, but others in the ACSD community do not hear from us. Lindsey would like to see a print component. Erika suggested looking at the Communications tab on the District website to see what has sometimes been done in the past as we develop a more concrete plan.

Betty brought up the idea of having a Board Facebook page again, where 1-2 members of the Communications Committee are in charge of maintaining it. Jen suggested that we map out our “intentions” and “methods” to the next level and do a real analysis of how we are using the tools we have and where we are falling short. MH offered to prepare a spreadsheet for the next committee meeting to help the group evaluate the best tools for specific intentions, so we can begin to formulate systems for regular communications.

3. Approve Draft Procedure Document for Responding to Public Comments

MH told the group she shared draft Procedure Document with Mary Gill, Chair of Policy Committee. Mary’s comments centered around tracking public comments, and creating a spreadsheet system. Jen N and Caitlin expressed concern about whether the Communications committee should be doing that. MH stated that she would relay the group’s concerns to Mary G. and pass the draft policy to her committee for its review.

F. Other Business

None

G. Next Committee Meeting Date and Time

Thursday, June 24, 2021 @ noon.

H. Adjournment

Motion to adjourn the meeting at 9:52 AM.

Respectfully submitted,
Mary Heather Noble, Recorder

Move: Jennifer Nuceder Second: Status:

COMMUNICATION PLANNING:
Preliminary Audit of ACSD Board's Communication & Public Engagement Efforts

Intention	Current Methods	Strengths	Weaknesses
To inform public of Board purposes and goals	Website ("About the Board" and "Board Committees")	- Easy to change/maintain - Can provide links in other communications	Doesn't reach non-computer users
To inform public of Board membership and contact information	Website ("About the Board")	Easy to change/maintain	Doesn't reach non-computer users
To invite public to events and meetings	- Website ("Board & Committee Meetings") - Email - School Newsletter - Direct mailing/flyers - Addy Indy articles	- Website is easy to maintain/change - E-communications are fast & can be repeated for reminders - Addy Indy has a wide readership	- Mostly targets parents already in ACSD sphere - People have to know to visit website frequently - Board Newsletters haven't been regular/predictable - Doesn't take advantage of other existing lines of communication (FPF, town publications, etc.)
To invite public comment & feedback on Board activities	- Public comment in Board meetings - Website links to email addresses - Survey/feedback form at events - Newsletters	- Open invitation for participation - Committee leaders can receive targeted comments on specific issues	- Board meetings infrequently attended by public/ Board can't respond - Doesn't target non-computer users - Infrequent newsletters

To respond to questions and comments from public	• Email responses • Public meetings/Porch conversations	• Fast, personalized responses • Potential to share responses to FAQs with larger audience • Informal porch conversations can cultivate more intimate Q&A atmosphere	• Need process for responding to emails • Public forums take a lot of time & work to organize • Multiple communications with same audience
To provide summaries of recent Board work and actions	• Meeting minutes • Newsletters/updates • Addy Indy articles	• Minutes and recordings can be excerpted & linked to show transparency • Addy Indy has wide readership	• People don't have time to read through minutes or watch recordings • Infrequent newsletters •
To provide draft budget and other information prior to elections	• Website • Public Meeting	• Website is easy to maintain & update • Information is accessible at anytime • Annual budget meeting offers Q&A opportunity -- is a well-attended meeting	• Information can be confusing without supplemental discussion & explanation
To provide access/links to data that inform Board decisions	• Website • Public Forums	• Website is easy to maintain & update • Information is accessible at anytime	• Doesn't reach non-computer users
To provide access to public records	• Website (Board and Committee Meetings)	• Website is easy to maintain & update • Information is accessible at anytime	• Doesn't reach non-computer users
Community relationship-building	• Community Partnership Council activities		