

AGENDA



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

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
- B. Approve the Agenda
- C. Public Comment
- D. Approve the Minutes of May 27, 2021
- E. Committee Discussion:
 - 1. Status of Website Updates
 - 2. Communications Plan Development
 - 3. Approve Draft Procedure Document for Responding to Public Comments
- F. Other Business
- G. Next Committee Meeting Date and Time
- H. Adjournment

MINUTES



**Addison Central School District
Communications and Engagement Committee
Committee Meeting
Thursday, May 27, 2021, 12:00 pm - 1:00 pm
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 called to order at 12:03 pm.

Present: Caitlin Steele, Erika Garner

B. Approve Agenda

Motion to approve the agenda.

Move: Jennifer Nuceder Second: Lindsey Hescok Status: Passed

C. Public Comment

None

D. Approve Minutes of April 29, 2021 and May 13, 2021

Approve Minutes of April 29, 2021 and May 13, 2021: Betty Kafumbe made a motion to approve the minutes of April 29, 2021, seconded by Lindsey Hescok. Lindsey Hescok noted that the minutes did not reflect who had motioned & seconded to approve that meeting's agenda. Mary Heather Noble offered to check recording and revise minutes accordingly. Approved with edits to indicate that Jen Nuceder had made the motion to approve the agenda for that meeting, seconded by Lindsey (this information was omitted from the minutes). Lindsey motioned for approval of the May 13, 2021 minutes, seconded by MH. Betty noted that her name was not included in the minutes but that she attended. Jen Nuceder expressed concern about the format -- usually Sharon formats for entry into Boardpaq but this time the minutes don't reflect that. Jen asked MH to check with Sharon Fletcher about the preferred format for our submission of meeting minutes. MH agreed and offered to revise format for these minutes so the topics are clarified by agenda topic headings. Approved with edits to include topic headings and Betty's attendance.

Move: Betty Kafumbe Second: Lindsey Hescok Status: Passed

E. Committee Discussion:

1. Review Draft Procedure Document for Responding to Public Comments

Caitlin Steele noted clarity of draft document, asked about Comments Received During Public Comment Period of Board and Committee Meetings, specifically what it means to say comments “will be taken into consideration.” Do we want to be more specific? Jen Nuceder expressed concern about the last sentence of that section about including comments expressed in the ‘chat feature’ of Zoom meetings in official meeting minutes. Board meetings have a Q&A feature instead of chat -- but Jen Nuceder has same concern. This seems like an expanded responsibility that we may not be able to maintain, and is also distracting from the board and recorder’s work at hand during meetings. Mary Heather Noble asked whether dialogue in ‘chats’ can be preserved; Caitlin Steele responded that there is a way, but meeting host would need to remember to do it. ‘Chat feature’ can also be shut down. Caitlin Steele pointed out ACSD’s likely return to in-person meetings, which renders the issue moot. All acknowledged practical reasons for having ‘chat feature’ --e.g., to convey technical glitches with meeting-- but that it’s outside the scope of public comment to include this in meeting minutes. Mary Heather Noble will revise document to reflect this, and will clarify what “taken into consideration” means, to reflect that the board is actively listening to public comments. The full Board will have to decide whether to offer Zoom meetings in the post-pandemic future.

Lindsey Hescocock asked about whether social media (e.g., Facebook) should be included in the procedure document. Mary Heather Noble noted that the Board does not currently have a Facebook page, but that we can revise if needed. There was discussion about whether comments posted on a board member’s personal page should be subject to these procedures; this seems to fall outside the scope of the board’s duty. Likewise, for personal emails received through board email addresses -- the procedures would only pertain to communications relevant to board work.

Lindsey Hescocock asked for clarification about “complaints” -- and the nuance between a complaint and a suggestion. Mary Heather Noble noted the intent behind the procedure, which is to direct incoming communications about particular topics to the appropriate individuals. Complaints are more likely to involve the specific conduct of a student, employee, or board member, and need to follow that process.

Caitlin Steele asked whether we wanted to decide who should be copied on responses to e-mail communications. Jen Nuceder suggested adding language to clarify that “when appropriate, board members may copy responses to relevant committee chairs.” Lindsey Hescocock asked about how petitions would be handled. Jen Nuceder noted issues with past petitions, and the fact that they should be vetted. Mary Heather Noble noted that organized petitions are most likely directed to board leadership. Mary Heather will make revisions and include in next meeting, with plans to forward to Policy Committee after that.

2. Board Update for District Newsletter

Mary Heather Noble explained that she drafted an update to potentially include in next District Newsletter, but in retrospect wondered whether the committee & board should have a discussion & come to a common understanding about a communication plan before we proceed with any non-Facilities-Master-Plan-related official board updates. Mary Heather Noble would like to hold on this until we can propose a communication plan to the full board. District Newsletters should be providing ample information about big issues like the 6th grade move, etc. Lindsey Hescocock and Betty Kafumbe liked the content of the draft board update and wondered whether it should still be shared. Mary Heather Noble agreed to

forward to Mary Cullinane for her consideration.

3. Status of Website Updates

Erika Garner provided overview of website updates, including the updated FAQs page that has been organized into question categories. This update is live, and includes the most recent information regarding Ripton's withdrawal process. She also made some changes to the page links on the left side of the board page, so that the Facilities Master Plan Journey, FAQs, and Timeline can be easily accessed. The Timeline link takes users to the timeline graphic, and has been updated to reflect our current pause in the process.

Betty Kafumbe, Lindsey Hescocock and Erika Garner met last week to discuss other improvements to the board & FMP pages. They plan to create a form to solicit bio information from board members so the board page can have this content (photo, short bio, committee membership, etc.) available. They will submit form to Mary Heather Noble, and Mary Heather Noble will send to board members on behalf of the Communications & Engagement Committee. Betty Kafumbe, Lindsey Hescocock and Erika Garner also want to include committee descriptions (purpose, scope, membership, and leadership) -- Mary Heather Noble will reach out to other committee chairs to get this information. Other improvements include reorganizing content on the FMP landing page, with links to the E-chat videos embedded within the relevant places of the FMP topic sections. They also like the idea of embedding links to meeting recordings, study reports, and other artifacts from the process within the FMP Journey page, so that the story of the board's process is told chronologically with supporting information. Erika will proceed with making these changes for the committee's review before making them go live.

4. Communication Plan - Inventory/Review of ACSD Board's Routine Communications & Public Engagement Practices

Tabled to the next meeting.

F. Other Business

None

G. Next Committee Meeting Date and Time

Next Committee Meeting Date and Time: Monday, June 7, 2021, 8:30 am. Mary Heather Noble will look into in-person meeting location possibilities, but it may still need to be virtual.

H. Adjournment

Motion to adjourn meeting at 1:30 PM.

Respectfully submitted,
Mary Heather Noble, Recorder

Move: Jennifer Nuceder Second: Status:

COMMUNICATION PLANNING:
Inventory of ACSD Board's Routine Communication & Public Engagement Efforts

Intentions Behind Communications & Engagement Activities:

- To inform public of Board purpose and goals
- To inform public of Board membership & contact information
- To invite public to events and meetings
- To invite public comment and feedback on Board activities
- To respond to questions and comments from the public
- To provide summaries of recent Board work and actions
- To provide access/links to data & information that informs Board decisions
- To provide access to public records -- agendas, meeting minutes, recordings
- To build the relationship between Board and ACSD Community
- Others?

Current Methods of Communication & Engagement:

- Website (managed by ACSD's Communications & Engagement Coordinator)
 - School Board Landing Page
 - School Board Members
 - School Board Updates
- E-mail responses
- Other Social Media?
- Board Newsletters (last one Feb 2021)
- Articles/OpEds in Addison Independent
- Public Comment during Board and Committee Meetings
- Other Routine Communication Efforts?

Draft Procedure Document for Responding to Public Comments

(Working Document for Communications & Engagement Committee Discussion and Review)

Last updated May 28, 2021

* Note: recent edits are in green; outstanding questions are in red

Intent:

As expressed in its Governance Commitment (Policy A1), the ACSD School Board Vision requires the Board to engage with each other, administrators, teachers and staff, parents, students, and community members in ways that promote its mission of supporting all students to reach their full academic potential and be prepared for success as engaged citizens.

The purpose of this Procedure Document is to establish a system to enable consistent ACSD Board responses to questions, comments, and complaints raised from any member of the ACSD community.

General Procedure:

Board members will observe and honor the distinction between the role of the Board and that of the Superintendent, and will refer questions, comments, and concerns to appropriate staff members of the ACSD, in accordance with Policy A2 -- Key Responsibilities of Board Members, which states in part:

“The Board’s responsibility is to ensure leadership success without micromanaging. School board member interactions with school personnel shall respect appropriate reporting relationships. It is the responsibility of the Superintendent, not members of the Board, to direct the administration and coordination of educational programs in the district. When presented with citizen concerns, board members [shall] refer them to appropriate levels of authority in accordance with our policies and procedures for complaints.”

Individual members of the Board are welcome to respond to questions and concerns as needed, with the understanding and acknowledgment that they are not speaking on behalf of the full Board unless they have been specifically authorized to do so, per Policy A5 -- Code of Conduct, which states in part:

“...Board members’ interaction with public, press, or other entities shall recognize the inability of any individual board member to speak for the Board except as explicitly stated in board decisions.”

Board members must also respect and keep confidential all personnel issues and all issues of a sensitive nature, in accordance with Policy A5.

Comments Received Via Email:

[Do we want to include language about maintaining a centralized email or contact form, and how that incoming dialogue will be handled?]

Incoming emails from ACSD stakeholders may be acknowledged by the Board Chair (or Superintendent, if pertaining to ACSD operations and under the purview of the ACSD administration), and then distributed to appropriate members of the Board or ACSD staff for additional action or response as needed.

When appropriate, board members responding to email communications from ACSD stakeholders about the work of the Board are encouraged to copy their responses to committee chairs and/or Board and District leadership as needed, to keep them apprised of communications concerning relevant topics under their purview.

Board members who independently receive email communications requiring the attention of the full Board shall forward the email to the [Board Chair? Executive Committee? Full Board?] for consideration as an agenda item for a future Board meeting.

Comments Received During Public Comment Period of Board and Committee Meetings:

Comments and questions presented by stakeholders during the public comment period of Committee meetings and Board meetings will be recorded in the meeting minutes, and will be actively taken into consideration by the Committee and full Board, respectively. Comments and questions expressed in the “chat” feature of remote Zoom meetings are considered to fall beyond the scope of official public comment, and will not be included in meeting minutes.

Comments Received During Other ACSD Public Engagement Events:

Comments and questions presented by stakeholders during other topic-specific, Board-sponsored public engagement events such as community forums, porch conversations, etc. will be compiled by the Communications & Engagement Committee and reported to the full Board for its consideration in a subsequent Board meeting. Responses to questions may also be summarized and addressed in follow-up public communications, including Board updates and newsletters, as well as FAQs documents available on the ACSD website.

Complaints:

Board members receiving a complaint from a stakeholder pertaining to the conduct of an ACSD student or staff member shall forward such communications to the appropriate ACSD school leadership in accordance with ACSD policies and procedures. If the complaint involves school personnel, Board members should encourage the complainant to address the matter directly

with the individual concerned. If the complainant has already exhausted efforts to resolve the issue directly, Board members should advise them to bring the issue to the attention of the school Principal, and then Superintendent if the matter remains unresolved.

If the complainant has followed the ACSD's process, and is dissatisfied with the Superintendent's decision regarding their concern, they may appeal the decision to the Board. Board members who receive complaints falling under this category shall forward the concern to the Board Chair and Executive Committee for their review and consideration as a full board matter.

If the complaint involves the conduct of the Superintendent, the matter shall be referred to the Board Chair and Executive Committee for their review and consideration as a full Board matter.