

AGENDA



**Addison Central School District
Communications and Engagement Committee
Committee Meeting
Thursday, April 29, 2021, 12:00 pm - 1:00 pm
Virtual Connection**

Join Zoom Meeting

<https://us02web.zoom.us/j/87272868458?pwd=ekp0SC9CL0lHNU9iV1MyTTM3UWo1Zz09>

Meeting ID: 872 7286 8458

Passcode: dfl49r

- A. Call to Order Upon Reaching a Quorum
- B. Approve Agenda
- C. Public Comment
- D. Approve Minutes of April 12, 2021
- E. Committee Discussion:
 - 1. Check in on Website Updates (FAQs and Board Update page)
 - 2. Draft Procedure Document for Responding to Public Comments
 - 3. Inventory/Review of ACSD Board's Communications & Public Engagement Practices
 - 4. Public Engagement in Facilities Master Planning Process
- F. Other Business
- G. Next Committee Meeting Date and Time
- H. Adjournment

MINUTES



**Addison Central School District
Communications and Engagement Committee
Committee Meeting
Monday, April 12, 2021, 12:00 pm - 1:00 pm
Virtual Connection**

Remote Attendance

Amy McGlashan; Barbara Wilson; Jennifer Nuceder; Lindsey Hescocock; Mary Heather Noble

Join Zoom Meeting

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A. Call to Order Upon Reaching a Quorum

Meeting called to order at 12:11 PM.

Administrators: Caitlin Steele

Staff: Erika Garner

Board Members: Mary Gill, Barbara Wilson

B. Approve Agenda

Committee agreed to add chair election to the agenda.

Amy McGlashan nominated Mary Heather Noble as Chair. No other nominations presented, and Mary Heather Noble was elected unanimously.

Public Comment:

Ruth Bernstein commented about our using social media to announce our meetings.

Move: Betty Kafumbe Second: Amy McGlashan Status: Passed

C. Approve Minutes of March 22, 2021

Motion to approve the minutes.

Move: Amy McGlashan Second: Lindsey Hescocock Status: Passed

D. Committee Discussion:

1. Website Update

Committee discussion on website: What else needs to be done besides updating the FMP website? We have had it on the agenda consistently for some time but so many more urgent matters ending up taking precedence, now with FMP on hold is a good time to pick up the discussion. Betty Kafumbe said how she'd like it to be more user friendly. Jen Nuceder reminded us that she and Betty Kafumbe HAD updated the FAQs on the FMP page and

shared the google doc but never got feedback. Betty Kafumbe also mentioned wanting to see the board vision and mission on the website. Erika Garner noted that we added A LOT of content during the FMP process, especially in the fall, but putting eyes towards organizing all that content would be helpful. There is A LOT of content on there to manage.

Tasks for the committee before next meeting:

- Review the FAQs Jen and Betty worked on, and make comments.
- Review landing page work that Erika started and make notes to bring up for next discussion.

Board updates page – last newsletter was January in lieu of FMP updates, what will be the content for next issue? Jen Nuceder suggested addressing common questions regarding the MUMS move and reopening, even though there is content elsewhere about that. Direct the public to that content. Caitlin Steele noted that the weekly superintendent and principal updates address those topics, but realize those serve the school community but not necessarily the community at large. We can link to those updates though.

Betty asked how much traffic the board pages currently get? She also brought up again the question of a School Board Facebook page to post information and updates.

Amy McGlashan commented how while these are all many good and useful ideas, it feels overwhelming to think about this committee being responsible for all the many ways we are trying to communicate and manage processes. Which of the many ideas will have the greatest impact?

2. Addressing Public Concerns

Public Comments – Our committee recommends to the executive committee and board to add a public Q and A to our board meetings on key topics as they arise, and that it happen at least once a month. We need to bring to the full board for discussion and then action.

Board policy regarding how we respond to emails, comments, complaints, etc. in an intentional and meaningful way? How do we sort them, prioritize them? We agreed to work with the Policy Committee on a process to recommend. Mary Heather reported her conversation with policy and Governance Chair Mary Gill. Engagement is the priority. The P&G Committee was going to review what currently exists, which is limited. It was also going to look at what other districts do, what the VBSA recommends, and will report back. Jen posed that we work on a possible procedure/protocol while the P&G committee does that work. Then they could be voted on simultaneously. Betty agreed to work on that.

Questions were raised about board quorum at committee meetings, and if google docs are a violation because of limited access. Mary Heather was going to check on both.

3. Porch Conversation

Porch Conversations: One element of public engagement unlike other modes we are discussing. How to meaningfully continue them in a productive and manageable way?

Questions:

- 1) How do we get diverse attendance?
 - 2) What are we trying to achieve with them?
 - 3) What concerns do we have about resuming them and/or making them a regular Board feature
 - 4) How are we ensuring the questions that get addressed in this process is useful for future discussions?
- Amy McGlashan suggested developing broader goals and recommend

protocols.

Betty Kafumbe asked how we are keeping track now of our board goals regarding community engagement? How do we know it's working, or not? Mary Heather Noble asked how do we get a holistic view of the community? How else beside public forum format where we can get a broad view while still being efficient? Do we conduct a broad survey?

E. Other Business

Betty Kafumbe asked how we are keeping track now of our board goals regarding community engagement? How do we know it's working, or not? Mary Heather Noble asked how do we get a holistic view of the community? How else beside public forum format where we can get a broad view while still being efficient? Do we conduct a broad survey?

F. Next Committee Meeting Date and Time

Next meeting: Mary Heather Noble will send out a doodle poll.

G. Adjournment

Meeting adjourned at 1:20 PM.

Respectfully submitted,
Amy McGlashan, Recorder

Draft Procedure Document for Responding to Public Comments

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

Intent:

The ACSD School Board Vision requires the Board to engage with each other, administrators, teachers and staff, 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 members of the public.

General Procedure:

In accordance with Policy A2 -- Key Responsibilities of Board Members:

“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.

Comments Received Via Email:

Incoming emails from members of the public 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.

Board members responding to email communications from the public are also encouraged to copy their responses to the [Board Chair and Superintendent? Executive Committee? Communications & Engagement Committee?] to keep them apprised of communication with the public.

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 Meetings:

Complaints:

Board members receiving specific complaints from the public pertaining to the conduct of an ACSD student or staff member shall forward such communications to the Superintendent and appropriate school leadership for their attention in accordance with ACSD policies and procedures. 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.

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

- Website
 - School Board Landing Page
 - School Board Members
 - School Board Updates
- 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?

Communications & Public Engagement for Facilities Master Plan

In-Person Engagement

- Community Dialogues -- Fall 2018
- “Building Our Future” Community Dialogue Meeting -- April 2019
- ACSD Board Presentation to Community on FMP and Elementary School Study Results -- Jan 2020
- TrueXCollins Presentation on School Configuration Proposal -- March 2020
- Porch Conversations -- Fall 2020

Website

- Recordings of Community Engagement Meetings
- E-Chat Videos on Facilities Master Plan Topics
 - ACSD -- How Did We Get Here?
 - FMP -- Why, Why Now, and Where are We in the Process?
 - FMP -- Increasing Supports and Services for our Students
 - FMP -- Increasing Educational Opportunity, Support, and Success for All?
 - ACSD Communications & Engagement -- How Do We Stay Informed & Engaged?
- Information & Report Documents
 - Facilities Master Plan FAQs
 - Implications for Ripton Secession FAQs
 - Board Updates
 - Draft Timeline/Process
 - “Our Facilities Master Plan Journey” Timeline
 - Planning Documents 2018-19
 - Student Enrollment Update (from 10/26/20 Board Meeting)
 - Three and Four School Models Document
 - Three School Model Considerations (from 6/18/20 Facilities Committee meeting)
 - TrueXCollins Elementary School Study

Other Communications

- Articles/OpEds in Addison Independent