

AGENDA

**Addison Central School District
Communications and Engagement Committee
Committee Meeting
Monday, March 8, 2021, 12:00 pm - 1:00 pm
Virtual Connection**

Join Zoom Meeting

<https://zoom.us/j/93314467469?pwd=VXZOQzVXNXlPWV9zc0V3STZlTmM0dz09>

Meeting ID: 933 1446 7469

Passcode: NKYk1h

- A. Call to Order Upon Reaching a Quorum
- B. Approve Agenda
- C. Public Comment
- D. Approve Minutes of February 15, 2021
- E. Discussion of Board Website
- F. Other Business
- G. Next Committee Date and Time Confirmation
- H. Adjournment

MINUTES



**Addison Central School District
Communications and Engagement Committee
Committee Meeting
Monday, February 15, 2021, 12:00 pm - 1:00 pm
Virtual Connection**

Remote Attendance

Amy McGlashan; Betty Kafumbe; Jennifer Nuceder; Lorraine Morse

Join Zoom Meeting

<https://zoom.us/j/97454359319?pwd=Nlp4SDI4eUFsa2xKazFtdUcySUJLdz09>

Meeting ID: 974 5435 9319

Passcode: gbkV2P

A. Call to Order Upon Reaching A Quorum

Called to order at 12:05 PM

Administrators: Peter Burrows, Caitlin Steele

B. Approve Agenda

Approved

C. Public Comment

None

D. Approve Minutes of January 20, 2021

Amy McGlashan observed that Peter Burrows' name was missing from the attendance list in the previous minutes, yet he was present. This will be amended. Minutes approved.

Move: Jennifer Nuceder Second: Betty Kafumbe Status: Passed

E. Committee Updates - Old Business

- Any information/communication pertaining to the FMP? It's now on pause, until Fall.
- Dissemination of information pertaining to the upcoming vote:
 - FPF: Jen Nuceder coordinated with FPF coordinators in the various towns to send some information out last week (entire message or notice on where to find more information on the ACSD website). This included financial impacts of withdrawal & budget implications if Ripton was still in the district.

- Jen Nuceder also suggested a rerun next week for folks who may have missed it.

Do we want to do more around getting more information out? If so, what more and how?

- Would an informational town Hall/Webinar be necessary?
- Betty Kafumbe: Perhaps a paper/printed version of FAQs or pertinent information in students' folders might be a good way to reach folks without internet access.
- Jen Nuceder: Proposed mailing out something to residents as in the recent past (leading to the porch conversations); this would serve as a way to reach the general population (outside of the school population) that may not be accessing FPF or other communication.

A few things to consider:

- Cost
- Mailing lists - who/how to?
- Caitlin Steele: Appreciates comments and proposals on a paper communication, however, is concerned about time constraints, given that ACSD staff that would help with production & dissemination are on break. With a few weeks left to voting and limited staff capacity, Caitlin is not sure there's a feasible way (other than the Addison Independent) to get paper mailing out to folks in a short turnaround.
- Jen Nuceder: Do we want to do a press release in the Addison Independent for further outreach? It would be in the form of a short blurb of a condensed version of an assessment of the financial implications so folks who do not go online would still have access to helpful information. The press release would also contain information directing folks to the website.
- Peter Burrows: Depends on scope of information.
- Jen Nuceder: In addition to financial information sent out earlier, this would include any additional (ex. in addition to school communication to parents/kids) relevant information that folks might need to make informed decisions prior to voting.
- Peter Burrows:
 - Main questions have been around financial implications, a lot of which can be found in the original FAQs secession document (there seem to be a number of different FAQ documents floating around).
 - There are still a number of unknowns, e.g. how the State Board will rule if all 6 towns approve of the cessation; eventualities;
 - Believes that most of what folks need to know is already out there, but it may o

nly be a matter of pointing them in the right direction, especially those who are not hearing about it.

- Given that folks are already voting, not certain that a print document is realistic/effective. Also, Erika & Sharon are on break, so the turnaround is not quite enough.

- Perhaps an email communication with all the pertinent information - to go out to all those on ACSD distribution list. Again, the setback here is the turnaround, given the limited staff capacity.

- Betty Kafumbe: Perhaps creating a School Board Facebook Page would be another possible way to disseminate any School Board specific information.

Shorter version of financial implications, a few general FAQs, plus a link directing folks to the website.

F. Other Business

- Website Updates:
 - Jen Nuceder reminded the rest of the team to study the FAQs that she & Betty Kafumbe were tasked with revising. Feedback will be helpful so that Erika Garner could update the website. Revisions included sorting through existing FAQs, updating outdated information, incorporating new information resulting from the Ripton secession & other miscellaneous topics.
 - Betty Kafumbe: Perhaps FAQs could be on the landing page for easier access. This is in response to an observation/complaint from a community member.
 - Since Erika Garner was absent at the meeting, we did not delve into the discussion about the website. Aforementioned information will be passed on to Erika Garner after the break.
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- What to work on during the pause or look forward to in the spring?
- Most committee members felt that we seem to have enough to keep us busy.
- Betty Kafumbe: asked whether there would be a special address on the 6th Grade move.
- Peter Burrows: has been providing some updates on 6th Grade move as necessary during general Board Meetings. Erika & team are working on some form of a community communication plan to ensure that folks get the necessary information about the move and the work that's happening.

G. Next Committee Meeting Date

March 8th, 2021, 12:00-1:00 PM

H. Adjournment

Meeting adjourned at 12:50 PM

Respectfully submitted,
Betty Kafumbe, Recorder