

AGENDA



**Addison Central School District
Communications and Engagement Committee
Committee Meeting
Wednesday, January 20, 2021, 9:00 am - 10:30 am
Virtual Connection**

Join Zoom Meeting

<https://zoom.us/j/97309151992?pwd=Zy9BWjVwdmhqSTBNOUxQNTRiSU01dz09>

Meeting ID: 973 0915 1992

Passcode: Mys6P4

- A. Call to Order Upon Reaching a Quorum
- B. Approve Agenda
- C. Public Comment
- D. Approve Minutes of December 14 and December 23, 2020
- E. Committee Updates
- F. Discussion: FMP Timeline and Community Engagement
- G. Other Business
- H. Next Committee Meeting Date
- I. Adjournment

MINUTES



**Addison Central School District
Communications and Engagement Committee
Committee Meeting
Monday, December 14, 2020, 12:00 pm - 1:00 pm
Virtual Connection**

Remote Attendance

Amy McGlashan; Betty Kafumbe; Jennifer Nuceder

Topic: ACSD Communications and Engagement Committee meeting
Time: Dec 14, 2020 12:00 PM Eastern Time (US and Canada)

Join Zoom Meeting

<https://zoom.us/j/98119722753?pwd=aDNBaHVkd0o0citmQkhEaC9tRWplZz09>

Meeting ID: 981 1972 2753

Passcode: U2BbR1

A. Call to Order Upon Reaching A Quorum

Meeting called o order at 12:10 PM.

Administrators: Peter Burrows, Caitlin Steele

Staff: Erika Garner

B. Approve Agenda

Approved

C. Public Comment

None

D. Approve Minutes of November 9, 2020

Approved

E. Project Updates

Jen – will do more work on her assignment

Amy – Mary working on a letter to send out on 12/14/20

Peter Burrows will talk with John Flowers on his sentiments, possibly 12/14/20

F. Planning Communications and Outreach for Winter - Ideas and Discussion

Peter is conducting weekly zoom chats with staff/teachers to keep them informed; a lot of questions about the 6th Grade move, Facilities Master Plan, help people not be overwhelmed, remain positive.

There was a request to do a Town-Hall in Bridport – in-person & virtual

Suggestion for Town-Hall - not just Mary & Victoria but have more representation from the Board. No date set yet.

Peter B – Relative to the timeline, believes we are beyond porch conversations. He feels that an open Town hall may be less helpful at this stage, considering all the outreach we have done. We could benefit more from how they feel about the specifics that we're close to.

After tonight, we might not need any further communication from David Epstein since he's done the full Facilities analysis. After Tim's presentation (depending on the level of detail he presents), we might have a clearer view of the work that we can then assemble into a final report to present before the Board for further discussion, get some feedback from the community, and affirmation from Board.

Jen – feels that there is more value in what the educators feel about our decisions and that we should be getting more of their input. Overall the community does not trust the Board fully but may trust individual board members (if they're friends), but trust their students' teachers more.

A lot of people's responses are based on 'what-ifs' and they need more information on 'what will be'.

Peter – think about sequencing, a formal process through statute (post-communication) in each town where there's a closure. An official meeting must be warned in each town where there's a closure.

Betty – raised a concern about the general feedback loop/process of getting back to the community/public when they ask questions, whether during public comment, or emails, or through porch conversations, etc. Feels like some people are not getting answers/responses to their inquiries.

Peter - for the most part we have provided answers and have done a good job of getting back to them, trying to point them to the reality. There have been mixed responses: most people (individuals or groups of individuals) have a hard time accepting the responses and accepting the reality of a situation or

they hold on to an issue for long; some feel like the responses are not satisfactory and remain doubtful of the responses, hence, we've not had an overall sense of people feeling like they've been heard.

As we consider future outreach, instead of random conversations, in order to address peoples' hopes and fears, it would be helpful to get feedback on specific.

Jen – regarding formal responses to questions/emails, we let people know that the board chair is the official spokesperson/representative for the entire board and she may get back to individuals when they have a question or may give them a notice of receipt with thanks. As opposed to each board member sending a different message or answering emails. If they choose to respond, they should let the recipients know that that is their personal opinion and not the Board's viewpoint, knowing that their words could be misinterpreted as the entire Board's opinion.

Amy – it would also be helpful to figure out a way to draw/direct people to the e-chats and website FAQ's, porch conversation feedback, for some of the responses.

Ballot Question warned for January 12th - Ripton withdrawal from ACSD. Amy shared some feedback from an informational meeting that took place last month. Some FAQ's, a S.O.S. website. There will be a moderated hearing on Jan 5th.

Amy pointed out that there's an alarming amount of misinformation on both the FAQ's and SOS website and she fears that people might make a misinformed decision based on the false information.

What can we do in response?

Amy is starting some work at the community level with some trusted advocates (Perry), such as starting a google drive with some of the questions; a phone bank; but it's still in the preliminary stages.

What can we do in terms of a public response?

Peter's article with John Flowers – Peter plans on writing a message that emphasizes the fact that we're stronger together than separate. Compared to how much we were struggling before the union, we are better together, even though we continue to face growing challenges.

Peter – thinks it's important to get sense of direction from Board. Do they want a resolution, etc.? Weybridge might be thinking about withdrawing.

Betty – suggestion to send out some form of communication that highlights advantages/positives of consolidation.

It may or may not make much of a difference though, since we seem to have done a lot of this in the past years.

Peter might touch on these in his 12/14 interview with John Flowers; alternatively, we could post an editorial piece in the Addy Indy that highlights the pros vs the cons, our accomplishments vs ongoing challenges (demographic & financial in nature).

Jen – depends on whom we're talking to. Also feels like we've repeatedly referenced the aforementioned highlights. Since this topic is bound to be a news item in the Addison Independent newspaper, though, she feels like if Peter highlights some of the key points from the Board's perspective will be valuable to new people. They will also be able to see the systematic changes that have been effective plus some of the current updates. As opposed to the few predominant people that have been attending a lot of the meetings who don't seem to really care about the accomplishments and positive pieces.

More discussion around FMP and school closure - what happens to closed school buildings, for instance?

G. Other Business

H. Next Meeting Date

To be announced for 2021

I. Adjournment

Meeting adjourned at 1:05 PM.

Respectfully submitted,
Betty Kafumbe, Recorder

MINUTES



**Addison Central School District
Communications and Engagement Committee
Special Committee Meeting
Wednesday, December 23, 2020, 12:00 pm - 1:00 pm
Virtual Connection**

Remote Attendance

Amy McGlashan; Betty Kafumbe; Jennifer Nueder

Join Zoom Meeting

<https://zoom.us/j/2052495792?pwd=Y0lsWDJTbkJGZFllRnk3UDJFeThodz09>

Meeting ID: 205 249 5792

Passcode: 9whLtG

A. Call to Order Upon Reaching a Quorum

Meeting called to order at 12:05 PM.

Additional Board Members: Mary Cullinane, Victoria Jette, Lorraine Morse

Administrators: Peter Burrows, Caitlin Steele, Vicki Wells

Staff: Erika Garner, Sharon Fletcher

Visitors: Ruth Bernstein, Jorene Doria, Joanna Doria

B. Approve Agenda

Approved

C. Public Comment

D. Approve Minutes of December 14, 2020

Pending

E. Discussion: Revision of Facilities Master Plan Timeline

Timeline discussion: Based on discussion at Monday's school board meeting the timeline felt a little tight in regards to engaging the public. C&E was initially planning a webinar-style town hall meeting in December for a more general overview prior to discussing the first draft of the plan. Need time for Board to digest the first draft of a plan as well as digest and incorporate community

feedback.

What dates are certain: January 4 board meeting - budget. Move transportation update to January 11? January 12 town votes. What information can we have for folks who are voting on the 12th? Central Office is working on letter and FAQs to provide general information.

Proposal to discuss with the board: Focus on one issue per month for board. Final three decisions made around April, draft one completed May, final vote June. Community engagement can take place outside of board meetings, and we believe we can also create more engagement with our board meetings. Create clear calendar of board discussions and votes so we can share with the public. Either allow for 20 minutes of public comment/questions after the discussions, within Q&A, and/or in a separate response form via google or email.

Need clarity about what will and will not be answered in the board plan and implementation phase. Facilities committee draft timeline plan, send to communications committee (or have a joint meeting), and finalize with full board.

Action Items: Victoria – map out timeline with Peter and Facilities, Amy and C&E fit in engagement, communicate timeline, where we are FAQ, create engagement in meetings. Amy & Erika sending newsletter next week – Letter from Mary (will replace Victoria's letter on the website), links to latest Q&A regarding ballot measures, Amy update on porch conversations and link to slideshow, future meeting dates. FAQs – Jen clean and update by next board meeting with Betty. Peter & Erika will work on graphical timeline of where we've been and where we're going. January 12 public forum – to provide further update and timeline deadline. Or do this at board meeting January 11 along with vision, level of specificity, etc. More clarity after the January 4 meeting where we request extension. January 11 C&E meeting discuss these topics as well as live Q&A webinar.

F. Next Committee Meeting Date

Monday, January 11, 2021 @ 12:00 noon.

G. Adjournment

Meeting adjourned at 1:20 PM.

Respectfully submitted,
Jennifer Nueder, Recorder

