

AGENDA



**Addison Central School District
Communications and Engagement Committee
Committee Meeting
Monday, November 9, 2020, 12:00 pm - 1:00 pm
Virtual Connection**

Join Zoom Meeting

<https://zoom.us/j/97986781123?pwd=SWtmOGlyVmRWY2ZaVWJWHdybjNNZz09>

Meeting ID: 979 8678 1123

Passcode: V7d3tH

- A. Call to Order Upon Reaching A Quorum
- B. Approve Agenda
- C. Public Comment
- D. Approve Minutes of October 19, 2020
- E. Updates and Discussion:
 - 1. Porch Conversations, Echats, Website
 - 2. What's Next?
- F. Other Business
- G. Next Meeting Date
- H. Adjournment

MINUTES



**Addison Central School District
Communications and Engagement Committee
Committee Meeting
Monday, October 19, 2020, 12:00 pm - 1:00 pm
Virtual Connection**

Remote Attendance

Amy McGlashan; Betty Kafumbe; Jennifer Nuceder; Mary Cullinane

Zoom link: <https://zoom.us/j/96692972769?pwd=czByUGVVMUNzbXg5SjlYQ1ZNNzltQT09>

A. Call to order Upon Reaching a Quorum

Meeting called to order at 12:00 PM.

Attending: Caitlin Steele, Erika Garner

B. Approve Agenda

Approved

C. Public Comment

None

D. Approve Minutes of September 10, 2020

Approved

E. Updates and Discussion on Porch Conversations, Echats and Website

Porch Conversations:

- Overall, these have been going well. Big kudos to Victoria & Mary for doing a phenomenal job (taking the 'bull by the horns') conducting the conversations. As someone mentioned, "They're authentic, honest, & direct!"

There has been a lot of constructive feedback from attendees, notwithstanding some challenging moments.

- Our goal to potentially complete two-meetings in each town meeting is nearly met, with only about three more left in Cornwall, Bridport, and Salisbury.

- As we approach winter, we considered whether we want to change the meeting format - Indoor vs Outdoor.

Mary C.: Overall, a virtual format would not be the most ideal for the Porch Conversations (original purpose was to take the conversations to the community through face to face interactions).

Unless properly moderated, it could get complicated.

Amy: In the event that it should happen, perhaps a Webinar format would work best as it still allows for attendees to post/voice their comments and for panelists to coordinate all the meeting logistics.

- It was noted that there were some 'repeat' attendees at many of the meetings. One of our goals is to ensure balanced conversations in each community. We're making efforts to beef up our

outreach so more people can sign up.

Follow-up:

- Perhaps getting out an announcement from the Central Office would help in our outreach effort.
- A few points of contact to help out with outreach/coordination: Peter C for Cornwall; Suzanne for Bridport; Jen for Salisbury. Jen has already reached out to a number of people. She also mentioned there has been additional outreach through the Salisbury School newsletter by Fernanda.
- Jen will take the lead on drafting a short press release to include information on how & where to sign up; directions to the website; helpful contact information - Amy, via email.
- Amy will send an email to all Board members to help with outreach.

* For now, we'll hold off on scheduling any zoom meetings &/or any additional meetings outside of the three remaining towns. To contextualize this, Betty had asked if there were plans to hold extra meetings in towns that have already had their two meetings but may still have some demand. Our priority is to make sure each town has at least two meetings before we consider additional meetings. An idea that came up was to encourage folks from other towns who have not attended any meetings to sign up for some of the ones in the remaining towns.

It was also noted that one of the porch conversations was recorded without prior knowledge of the attendees. Future consideration of recording permissions as a form of courtesy to let people know they're being recorded.

E-Chats:

- Most of the E-Chats have [posted](#), thanks to all participants and organizers.
- We have also received some positive feedback from a few community folks who have watched some of the e-chats.
- Caitlin, Vicki, & Mary will set up a new time to redo their E-Chat as the ones they did had some technological issues.

Website:

- Kudos to Erika for all the updates, modifications, clean-ups she has made on the website! It looks awesome so far and is getting a lot more traffic.
- A few ideas were echoed from our last meeting regarding improvements on the 'landing page' of the Board webpage. We will brainstorm ideas for wording a statement of some sort that highlights the role, work, mission, etc. of the school Board,
- coupled with a group picture. We have a working document for website comments.
- Erika will follow up on getting language for a statement from Sharon.
- Betty inquired about teachers' classroom pages, pointing out that some of the information seems to be outdated or not current/relevant. Caitlin agreed, saying that this matter is not new to the administration but is definitely one on their to-do-list.
- Since there have been more pressing matters, she will do her best to follow up on it.

F. Other Business

-Betty inquired about an idea to open up an ACSD Board Facebook page for Board related stuff. We decided to bring the idea to the rest of the School Board first.

-Explore other social media spaces (Facebook, Instagram, etc.) as forms of outreach.

-Betty was tasked with looking into Facebook business page requirements, logistics, etc.

G. Next Meeting Date

Monday, November 9th, 12:00-1:00 PM, Virtual

H. Adjournment

Respectfully submitted,
Betty Kafumbe, Recorder