MINUTES

Addison Central School District
Communications and Engagement Committee
Committee Meeting
Wednesday, July 19, 2023, 4:30 pm - 5:30 pm
208 Charles Avenue, Middlebury VT & Virtual Connection

Please click the link below to join the webinar:

Link to join Webinar
https://us06web.zoom.us/j/85972143366

A. Call to Order Upon Reaching a Quorum
B. Introductions: Board Members, Administrators and Staff
C. Public Comment
D. Recommendation to Approve the Minutes of June 7, 2023
E. Committee Discussion:
    1. ACSD Voicemails
    2. Review Board Website Content
F. Other Business/Next Meeting
G. Adjournment

*Public Comment Guidelines:
Public comments are encouraged and welcome at each regular board meeting during the period designated for public comment. Comments are limited to three minutes per person. Citizens will be called to make their statement by the board chair. Public comments regarding personnel, students or legal matters will not be heard by the Board.

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Committee Meeting
Wednesday, June 7, 2023, 4:30 pm - 5:30 pm
49 Charles Avenue, Middlebury VT & Virtual Connection

In-Person Attendance
Mary Heather Noble
Remote Attendance
Ellie Romp; Tricia Allen

A. Call to Order Upon Reaching A Quorum Meeting called to order at 4:37 p.m.
   1. Introductions - Board Members, Administrators and Staff

      Board Members Present: Mary Heather Noble, Tricia Allen, Ellie Romp
   2. Public Comment

      No public comment.
B. Recommendation to Approve Minutes of May 24, 2022

   Motion to approve the minutes from the May 24, 2023 meeting. Move: Tricia Allen Second: Ellie Romp Status: Passed

C. Committee Discussion:
   1. Board Voicemail Messages

      Mary Heather Noble reported that she has checked the ACSD voicemails weekly since May 24, 2023, and that there have not been any new messages.
   2. Priority Board Content for New ACSD Website

      Mary Heather Noble summarized all the 'to do' items listed from the committee's last meeting:
      - Determine how far back Board Updates and other old material should be posted on the newwebsite;
      - Finalize the main 'categories' or tabs/file markers by which the Board's online informationshould be organized;
      - Determine what 4-5 things should be included/highlighted on the Board's landing page; and- Identify which important documents/artifacts should be posted on the Board's page.

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Mary Heather reported that she had talked to Barb Wilson and Peter Burrows about the length of time Board material should be posted on the website. The meeting minutes and other materials must be posted for a certain amount of time legally, but the other things like updates and reports are at the Board's discretion. Mary Heather will check in with the VSBA on the minutes and meeting materials, but for Board Updates it's probably ok to just include the last year's worth.

The group discussed the remaining items, starting with Ellie Romp's review of other school board websites in Vermont. Ellie shared what she liked and didn't like about the sites she reviewed. Mary Heather also looked at a few school board sites outside of Vermont. Everyone agreed that the Board landing page should be clear and simple, with the following at-a-glance features:

- Group photo of the Board
- Basic contact information (general email, address & phone number for full Board)
- List of upcoming meetings with dates, times & locations
- "Meet the Board" button that directs users to a page with Board member photos & briefbios, which are also linked to board member emails. Term limits could also be included here - "Current Work" section that includes links to priority Board projects (strategic plan for equity, superintendent search, etc) and Committees.
- "Founding Documents and Policies/Procedures" button that directs users to a page with the

District Charter, Article Amendments, Policies and Procedures

- Other important Board information/documents -- this might be where the Facilities MasterPlan documents could go, or might also include information about the Board's role, how to run for the Board, etc.

Mary Heather mentioned that it would be great to have a Board Handbook that included all of this information (the role of the Board, etc.) for onboarding new Board members, and could also serve as a resource for anyone seeking to run.

The group also discussed where the best place for Facilities Master Planning assessment reports and other documents would be -- at one time it was at the forefront of the Board's work, but has since been stalled. The materials should still be accessible and well organized, but the group was not certain about whether to make them accessible via the Facilities Committee or somewhere else. TBD.

Ellie Romp also brought up the importance of making sure the website is compatible with small devices so that people viewing the site from their phones can still find what they need to find.

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Tricia Allen also noted the general importance of transitioning from a text-heavy design to a more colorful, photo focused aesthetic to draw people in. We also need to focus on what we think people will be trying to find and prioritize that (e.g., contact information, meeting dates & times, current work).

Mary Heather will send Emily Blistein the committee's notes so she can draft a Board landing page with the new format and the group can collectively determine what works/doesn't work, as well as where the best place to put the Facilities Master Planning information is.

3. Communications for Interim Superintendent Announcement

Mary Heather Noble noted that the hiring process has not yet been completed for the Interim Superintendent, but that the committee will need to work with Emily Blistein to post the news once it is complete -- hopefully soon.

D. Other Business

None.

E. Adjournment

Meeting adjourned at 5:29 p.m.

Motion to adjourn.

Move: Ellie Romp Second: Tricia Allen Status: Passed

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