

AGENDA

**Addison Central School District
Communications and Engagement Committee
Committee Meeting
Wednesday, January 24, 2024, 4:30 pm - 5:30 pm
VIRTUAL ONLY**

ACSD District Vision and Mission

OUR VISION

Our vision is for all ACSD students to reach their full learning potential, have a sense of belonging in our schools, and enrich our community and the communities where they live in the future.

OUR MISSION

Our mission is to provide high-quality, equitable, and varied learning environments that inspire a passion for learning and growth among our students.

Please click the link below to join the webinar:

Link to join Webinar

<https://us06web.zoom.us/j/86510059615>

- A. Call to Order Upon Reaching a Quorum
- B. Introductions: Board Members, Administrators and Staff
- C. Public Comment - Agenda Items
- D. Recommendation to Approve the Minutes of January 10, 2022
- E. Committee Discussion:
 - 1. ACSD Voicemails
 - 2. Winter Board Update and Outreach for FY25 Budget
- F. Other Business/Next Meeting
- G. Public Comment - Any Topic
- H. 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.

MINUTES



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Remote Attendance

Ellie Romp; Mary Heather Noble; Tricia Allen

- A. Call to Order Upon Reaching a Quorum Meeting called to order at 4:35 p.m.
 - 1. Introductions: Board Members, Administrators and Staff
Emily Blistein, ACSD Director of Communications & Engagement, also present.
- B. Public Comment - Agenda items No public comment.
- C. Recommendation to Approve Minutes of December 14, 2023

Ellie Romp abstained.

Motion to approve minutes of December 14, 2023.

Move: Tricia Allen Second: Mary Heather Noble Status: Passed

- D. Committee Discussion
 - 1. ACSD Voicemails

Mary Heather Noble reported that one voicemail message had been received since the last committee meeting. It was a parent who had called in the past, whose child is involved in an investigation at MUHS. She was looking for

someone to talk to about her concerns with the investigation. Mary Heather reported that she directed the message to Barb Wilson, Tim Williams, and Nicole Carter. Barb Wilson was in contact with her last time.

2. Winter Board Update and Outreach for FY25 Budget

Mary Heather Noble provided a summary of the conversation she had with the Finance

Committee after the last Communications & Engagement Committee meeting. The Finance Committee was advised to produce the critical budget information for the C&E Committee to incorporate into voter education materials. Mary Heather shared the follow-up email that Ellen Whelan-Wuest sent, including the Finance Committee's 3 main points to include in information materials, as well as some FAQs they anticipate voters may want to see.

The main points the Finance Committee want to cover include:

- 1) Why this is such a tough budget year
- 2) How ACSD's proposed budget will continue to meet our district's needs while remaining fiscally responsible
- 3) What the proposed budget means for "you" or the voters.

Ellen also included a number of questions that Matt Corrente is in the process of answering to begin the development of a FY25 budget FAQ document.

Mary Heather explained that the C&E Committee needs to send its quarterly Board Update for Winter 2024, which should include some links to budget information and give stakeholders a heads-up about where they can find additional information. The C&E Committee should also plan to create a very concise 1-page summary document that can be posted on the website, placed in a newspaper ad, and posted on Front Porch Forum.

Ellie Romp wondered about how to provide information to voters who want more detail than a summary sheet. The group discussed the possibility of creating a FY25 Budget Page on the District Website that contains several budget resources, including the budget book, the summary sheet, the FAQs document, links to budget presentations from Board meetings, and other content. Emily Blistein and Tricia Allen underscored the importance of being consistent with the message, and making sure people understand that engagement is to educate folk about the budget and not to seek input into the decision making.

The Committee looked at the draft Board Update that Mary Heather shared for Winter 2024 and specifically considered how much detail to include about the FY25 budget in the update. The main goal here is to put people on notice that the budget materials and education opportunities are coming soon, and include links for where to find materials. Ellie and Emily advocated for keeping the message as simple/consistent as possible and framing the main points into:

- What will happen with my taxes? (e.g., How does this impact me?)
- Why? (Budget drivers, why this is the beginning of tough budget period, how the Board is still being fiscally responsible)
- How does this impact students? (e.g., How the budget still meets the ACSD's mission)

Tricia offered to work on the 1-page summary sheet; Emily will create a budget page on the District website.

The committee also discussed additional efforts and debated whether hosting a public meeting or webinar is the best way to engage stakeholders (because often only a few people participate and they focus on their specific complaints/concerns rather than stakeholder education). Some other ideas:

- Tricia suggested having MCTV record interviews to respond to FAQs
- Emily suggested having Student Board reps conduct the interviews
- Mary Heather remembered the committee had thought about having a google form to solicit stakeholder questions -- this can help inform the FAQs document and interviews.
- Any public meeting/webinar can also focus on FAQs.

To do:

Tricia will check with Kurt Broderson about MCTV's availability to assist with recordings Mary Heather will run ideas by the Finance Committee, full Board and determine whether a public meeting or webinar is desired.

Mary Heather will also check with Eddie Fallis and Sophia Lawton about willingness to interview.

Emily will create a FY25 budget page and Google Form to solicit budget questions/concerns in the January Board Update.

Tricia and Ellie will work on the 1-page summary sheet.

Mary Heather will incorporate edits to the Board Update and run it by full Board for distribution ~ Jan 19th.

E. Other Business/Next Meeting

Next meeting scheduled for Wed, January 24, 2024.

F. Public Comment - Any Topic No public comment.

G. Adjournment

Meeting adjourned at 5:50 p.m.

Motion to adjourn.

Move: Mary Heather Noble Second: Tricia Allen Status: Passed

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