

AGENDA



**Addison Central School District
Communications and Engagement Committee
Committee Meeting
Tuesday, January 21, 2025, 4:30 pm - 5:30 pm
49 Charles Avenue
Middlebury VT
05753**

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:

<https://us06web.zoom.us/j/85980451582>

- A. Call to Order Upon Reaching a Quorum
 - 1. Introductions: Board Members, Administrators and Staff
- B. Public Comment - Agenda Items
- C. Recommendation to Approve the Minutes from 1-7-25
- D. Committee Discussion:
 - 1. Newsletter Drafting
 - 2. Budget Clips/Blurbs for Budget Website
- E. Public Comment - Any Topic
- F. 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

**Addison Central School District
Communications and Engagement Committee
Committee Meeting
Tuesday, January 7, 2025, 4:30 pm - 5:30 pm
49 Charles Avenue
Middlebury VT
05753**

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OUR MISSION

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In Attendance

Joanna Doria; Laura Harthan; Mary Heather Noble; Tricia Allen

Not In Attendance

Ellie Romp

A. Call to Order Upon Reaching a Quorum

Meeting called to order at 4:32 p.m.

B. Introductions: Board Members, Administrators and Staff

Emily Blistein, ACSD Director of Communications & Engagement joined remotely.

Mary Heather Noble made a motion to amend the agenda to include a quick discussion about MCTV for budget outreach purposes, right before the second public comment period. Joanna Doria seconded. Tricia Allen called the vote and the motion passed unanimously.

C. Public Comment

No public comment.

D. Recommendation to Approve Minutes of December 17, 2024

Motion to approve the minutes of December 17, 2024.

Move: Joanna Doria Second: Laura Harthan Status: Passed

E. Committee Discussion:

1. Newsletter Drafting

Tricia Allen presented a timeline for completion of the Winter Newsletter for Board approval

prior to distribution in mid-February. She proposed having the Newsletter drafted by the next C&E Committee meeting on January 21st so edits can be made in time for Board approval at the Feb 10th Board meeting. Then the newsletter can be distributed to the usual outlets.

Joanna Doria asked if this would distract from the Board's budget outreach. Mary Heather noted that the newsletter would ideally help direct stakeholders to budget information resources on the website.

Emily Blistein reported that she has shared links to the FB event created for the January 9th Budget Q&A session, a recording of the January 6th board meeting, the budget presentation slides, and other resources for the Newsletter. She also mentioned that the newsletter is frequently text-heavy and might benefit from a restructured approach to highlight the top 3 bullet points from the last 4 months. Committee members discussed what top 3 items to highlight and landed on: 1) the FY26 Budget, 2) an invitation to the February 25, 2025 Annual Meeting, and 3) the "Who Do I Contact"? portion of the ACSD website and Board page.

Laura Harthan said the details are still important but can be described further below in the Newsletter. All agreed that this would be the best format moving forward, so that the Board Chair introduction is abbreviated into most important points and is followed by more detailed Committee Work. Emily asked if the Committee might be interested in using the S'More platform for distributing the Newsletter -- which will allow for a more visual highlighting of the top 3 points. Joanna Doria supported the idea, noting that the upcoming meetings can still be included with the S'More platform.

To do:

Tricia will reach out to Committee Chairs to get content for this sections. Mary Heather will draft the Intro/Highlight portion. The Committee will review again on January 21st Committee meeting so Emily can drop the content into S'More, FPF, and the ACSD Board page.

2. Planning and Support for Jan 9th Info Session

Tricia Allen and Emily Blistein reviewed the plan for the January 9th Virtual Budget Q&A. Emily has posted the link on the budget page, and has included it in all the School Newsletters. She has also created a FB event for folks to share. Tricia advised committee members to show up ready to listen and to note the tone of voters. Emily suggested showing up on the zoom link about a half-hour before the event to make sure that the link works. She asked for someone to try accessing it with their personal email to make sure it will work for non-ACSD participants. She noted that the District Office team has prepared a 3-slide overview, and will be ready for Q&A.

Mary Heather asked if the Committee should prepare some questions in case participants are shy about asking questions. Emily suggested emailing board members to get the questions they have been asked by friends and neighbors so we can have those ready to go if needed. Mary Heather will send an email out to board members to solicit questions.

MCTV Budget Outreach Discussion:

Tricia Allen wanted to add this to the agenda because the C&E Committee had collaborated with MCTV last year to prepare budget outreach programming (it was recorded but ended up being pulled because the State had changed the budget finance rules and rendered the recorded information obsolete). Tricia noted that she wasn't sure if the Committee wanted to use MCTV again, in part because she is not certain that the Committee could do a better job

summarizing or presenting the budget information than has already been done in the presentations that Dr. Baker and Matt Corrente have prepared. The Committee discussed the possibility of creating shorted clips from the existing budget presentation portions of the board meeting recordings -- perhaps MCTV could assist with that process? Tricia said that she would reach out to Drew from MCTV to connect her with Emily in this effort. It would be beneficial to have bite-sized video clips on the budget to post on the Budget Page of the website.

Joanna Doria mentioned the importance of being thoughtful about the information that is given to Town Clerks to include in their Town Reports. They have historically only grabbed their school's page of the budget book. All agreed about this -- Mary Heather said that this has been on the Executive Committee's mind as well, and that it will be more difficult for member towns to do this since the budget is structure into spending type blocks instead of building-based cost centers. Tricia asked about the status of the FY26 Budget Book -- Emily reported that she has seen a rough first draft, but that it is in progress.

Mary Heather asked about other non-electronic means of outreach. Last year some Board members went to events around the District to set up Board Budget information tables. She is not sure that was the most effective/efficient way of engaging, though voters may have at least noticed and appreciated the Board's presence and effort. Laura and Emily both suggested an Op-Ed, perhaps written by the Board Chair. The District can also post a blurb on Front Porch Forum to direct people to the Op-Ed and Budget page.

Next meeting/To-Do Items:

Mary Heather will email Board members to gather questions for January 9th zoom Q&A

Tricia will reach out to Drew at MCTV to see about creating video clips

Mary Heather will draft intro/highlight portion of newsletter; Tricia will solicit committee updates from Committee Chairs.

Next meeting scheduled for Tues. 12/21st to review the draft newsletter and video clips.

F. Public Comment

No public comment.

G. Adjournment

Meeting adjourned at 5:21 p.m.

Motion to adjourn.

Move: Laura Harthan Second: Joanna Doria Status: Passed

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