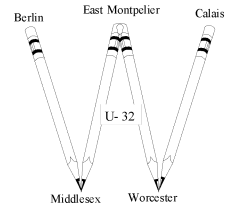


Washington Central Unified Union School District

WCUUSD exists to nurture and inspire in all students the passion, creativity and power to contribute to their local and global communities.

1130 Gallison Hill Road
Montpelier, VT 05602
Phone (802) 229-0553
Fax (802) 229-2761



Washington Central Unified Union Communications Committee Minutes

3.20.25

12:00-1:00 PM

(Virtual Only)

Central Office

1130 Gallison Hill Rd

Montpelier, VT

Attendees: Julia Hewitt, Kealy Sloan, Patrick Whelley, Melissa Tuller, Elizabeth Brown

1. **Call To Order:** The meeting began at 12:02 PM
2. **Meeting Times and Cadence:** There was a discussion about how often the committee should meet. Elizabeth advocated for a once-a-month meeting, perhaps more often around the budget season or if other things arose. Patrick and Julia suggested that we decide on a structure first and then come back to this discussion.
3. **Communications Committee Objectives (To design):**

Kealy mentioned that two people on the configuration committee are doing communications for that group. Melissa shared a communications matrix with the committee that Flor had drafted. Julia stated that she feels a community member should be part of this group. Elizabeth stated that when we are bringing community members in, it should be for an intentional reason, like “here is what we are thinking, what you are seeing?” It will become such a broad piece, but agreed that we need to have community feed back , we need to hear what they have to say. There was discussion in regards to making communications easier to read for the community without a lot of jargon. Patrick suggested a different structure for front porch forum posts. He suggested that rather than paragraphs about what happened at the meeting, it be structured in a way to focus on these four questions:

 1. What happened?
 2. Why this matters?
 3. What do you do about it?
 4. Where do you go for more information?

Communications objectives:

- Bring the community into the process
- Draft communications that are informative and accessible to the community
- Review outgoing communications to ensure they are concise and accessible.

4. Communication Committee Activities

4.1. **Process and Template for Front Porch Forum:** Kealy asked if there were other activities aside from front porch forum that we wanted to look at. Julia stated that she would like to take a close look at the website. She thought there were many ways we could approach that. Melissa advised that she is the person who manages the district website; the schools have an administrative assistant or someone else who manages the school website in their building. There was some discussion about the budget communications from this past budget season and what could be improved. The committee discussed a process and created an outline for getting communications out. Melissa will send out a Doodle poll to set a consistent meeting time for the committee.

5. Next Agenda Points

5.1. Document and Share Communications Guidelines/ Best Practices

6. **Adjourn:** The meeting adjourned by consensus at 1:02 PM