

**HARWOOD UNIFIED UNION SCHOOL DISTRICT
COMMUNICATIONS WORKGROUP MEETING**

Wednesday February 8, 2017 5:00 pm
Harwood Union High School Library

NOTES – APPROVED

1. Call to Order: 5:02 pm
2. Additions/deletions to agenda: Delete #4 because it is on there in error (was from previous notes)
3. Approve last meeting minutes (from 2/1): Peter moved. Heidi seconded. approved
4. Discussion -
 - a. Status of recent/past communications – did all go as planned?:
 - i. How voters can get the budget reports – Feb 2. Assigned to Pete. This is still pending. Discussed whether we needed to repeat the content of the postcard. Had decided last time to do a post on the website and FPF, and school administrators for their discretion, but this meeting new decision: decided not to do this. The content is now getting covered in the new communications blurbs.
 - ii. Note budget overview that Heidi submitted to the papers should still go out on FPF, website, and school news as deemed appropriate
 - b. Upcoming communications
 - i. SECOND BUDGET COMMUNICATION– Maureen drafted something that was supposed to be process, but it's really going into more depth about the project and reads more like and op ed. Maybe it becomes a letter to the papers from Maureen personally? Process issue could get picked up after the budget to explain what our next steps are. Decided not to do another communication for now, UNLESS we hear something in FAQs or other process that we feel we need to respond.
 - ii. What else before the budget? Beyond discussion above, we also talked about needing to be prepared for town meeting day, and also what will happen during the actual budget presentation on March 6.
 1. ACTION: Spearhead an FAQ Effort. Rob will be point of contact for questions. We will share what we get with HUUSD board, and determine if we need to do more than that (i.e. communications to larger community) at Feb 22 meeting.
 - a. Bring to HUUSD: ASK HUUSD and also local boards to direct questions to Rob
 - b. Deadline: Sunday Feb 19, we will share by Feb 22 to boards
 2. Action: develop town meeting talking points / slides. No obligation to use or present. Take info from Heidis' and possibly Maureen's letters.
 - a. Assigned to: Heidi to draft
 - b. Deadline Tuesday Feb 21
 - c. Bring to HUUSD: idea and FYI
 3. Actual Monday School board meeting

- a. Bring to HUUSD and Request to admin and board chair: review a dry run of the March 6 presentation on 22nd board meeting
 - c. Review communication Plan template: we generally agreed to use. Heidi set up a folder to put things like this in there:
<https://drive.google.com/drive/folders/0B6SiAwHUHiSLandFbnRGMjZyTE0>
 - i. Action: Maureen to put template in the folder (also previous communication plans)
5. Confirm actions and next Meeting – 1st Wed of the month now?? Or 1st and third?
 - a. Feb 22, right before the next HUUSD board meeting
 - b. ALSO Feb 22 HUUSD discuss whether we need to add anything to the presentation that's planned
6. Adjourn: Rob moved, Peter Seconded. Approved/adjourned 5:57

REFERENCES:

Communications team Google Folder (including communications plans and Communication Plan Template):
<https://drive.google.com/drive/folders/0B6SiAwHUHiSLandFbnRGMjZyTE0>

FPF Communication Plan: The board will send invitations and agendas (ideally links) to board meetings on FPF the Friday before Wednesday HUUSD board meetings. The following people will be responsible for posting approved HUUSD board communications as necessary:

- Waterbury/Duxbury FPF: Maureen
- Waitsfield / Fayston / Warren FPF: Rob
- Moretown FPF: Peter
- Duxbury FPF: Garrett? Can only do “North Duxbury”?
- NOTE: Post as school board member (i.e. official capacity, not individual)
- ACTION: Maureen to put the Waterbury/Duxbury issue to bed.

PARKING LOT:

“on the radar” for future meetings, or adding to current agenda if time

1. Hancock survey thank you – get into the habit of thanking when people engage/answer questions
2. POST-BUDGET: School Choice Survey. Revisit the data and spreadsheet analysis. Review cautions about how to use data. Considering developing additional insights and sharing with full board.
3. HUUSD website and/or new website project
4. Outbound Communications: further discussion and/or brainstorming re: topics, processes/best practices, etc
5. Inbound Communications: further discussion and/or brainstorming re: topics, processes/best practices, etc
6. Communications Boilerplate (NOT YET APPROVED). Below is a possible boilerplate that we can use to encourage community engagement with the board. (proposed by Maureen at 120716 meeting). It would still need to be “approved” if we want to use it.

Below are 4 ways to engage with the HUUSD board to ensure that our work is done in the context of community values:

- Participate in future surveys or requests for information/engagement send by the board
- Attend full board and/or work group meetings.
- Check out the HUUSD board web page at <http://www.wwsu.org/huUSD-board.php> for meeting schedule, notes, and attachments (click on the various committee/work group links), as well as a link to MRVTV website that includes video recordings for meetings.
- Contact a board member with a specific request or question (names and contact information found at <http://www.wwsu.org/huUSD-board.php>)