

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

Wednesday February 8, 2017 5:00 pm
Harwood Union High School Library (small room to the left)

1. Call to Order
2. Additions/deletions to agenda
3. Approve last meeting minutes (from 2/1)
4. Action – finalize and approve Budget info (main elements, questions to Rob, maybe process?) - Feb 9, also use Feb 16 if needed. Assigned to Heidi to start.
 - a. Team reviewed and group edited
 - b. Heidi will submit to papers.
 - c. Mo will do the other pieces (FPF, website, admin blog)
5. 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. Decided to do a post on the website and FPF, and school administrators for their discretion.
 - b. Upcoming communications
 - i. SECOND COMMUNICATION– for use on website and Feb 16 publications
 1. Assigned to Maureen for a first draft
 2. Assigned to Rob to finalize and submit (finalize Feb 8).
 - c. Review communication Plan template – agree to use
6. Confirm actions and next Meeting – 1st Wed of the month now?? Or 1st and third?
7. Adjourn

REFERENCES:

Note we have a communication Plan Template to advise on the various communication channels! (ask Maureen)

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>)