

**HARWOOD UNIFIED UNION SCHOOL DISTRICT
COMMUNICATIONS WORKING GROUP MEETING**
Wednesday March 22, 2017 5:30 pm
Harwood Union High School - LRC Conference Room
(door to right before entering library)

1. Call to Order
2. Additions/deletions to agenda
3. Approve meeting minutes of 3/8/17
4. Discussion
 - Thank you to Hancock/Granville communities – start up communication plan for this
 - Review radar and come up with future agenda items
 - Confirm process steps to reference information at bottom of this doc for future reference.
 - Thank you to communities recap
 - How did process go?
 - Did we do all elements of action plan?
5. Actions
 - Maureen to work on getting coalition group to one of our communications meeting
 - Add new from this meeting...
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6. Confirm actions and next meeting date, time and agenda
 - NEW TIMES: 5:30 corresponding with HUUSD meetings. 2nd and 4th
 - Next meetings are 5:30 March 22, April 12, April 26
 - Maureen requested looking at this again
7. Adjourn

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. Budget communications radar
 - a. Make sure towns have copies in offices! (did not happen in Moretown in 2017)

- b. Make sure we have copies at community meeting (we had one in 2017)
 - c.
7. 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>)

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.**

Board communications process for most pieces (not others might go through more of an in-depth process):

1. Communications team write
2. Circulate to bigger board for comments (tight timeline)
3. Send to papers (and other venues – see communication plan template)
4. Sign from working group on behalf of the board