

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

Wednesday January 18, 2017 5:00 pm
Harwood Union High School Library

APPROVED MINUTES

1. Call to Order 5:10 pm
2. Additions/Changes to Agenda – review “parking lot” items, ask community input, etc
3. Approved last meeting minutes (from 1/11)
4. Budget Voting Communication plan
 - a. Planned next schedule of communications:
 - i. Australian ballot info – Jan 26. Assigned to Maureen
 - ii. How voters can get the budget reports – Feb 2. Assigned to Pete
 - iii. Budget info (main elements, questions to Rob, maybe process?) - Feb 9, also use Feb 16 if needed. Assigned to Heidi to start. Use next meeting to review, edit, approve
 - iv. FAQ – for use on website, possibly Feb 16 too. Assigned to Rob.
 - v. All communications should have the following elements and be ready by the Sunday before the proposed date above:
 1. Writeup for local papers
 2. Writeup for website
 3. Writeup for school newsletters (to use at their discretion). Note schools can use at their discretion. They may already have updated their parents.
 4. Blog for FPF (probably the same as school newsletter blurb)
 5. Note #2-4 can happen after paper publication
 - b. Communications team will ask/inform the larger board of our intention to manage announcements. - Working through full board and infrequent meetings can make it difficult to communicate in a timely way.
 - c. Rob suggested that we always use the boilerplate #6 on parking lot below.
5. Confirm next Meeting
 - a. Feb 1, 5:00 pm – main agenda item is to review and approve Feb 9 communication.
 - b. Likely will change our meeting schedule to 1st and 3rd Wednesdays (will allow us to better capture and “announce” board updates)
6. Adjourn 5:58 pm

REFERENCES:

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 FPF: Rob

- Moretown FPF: Peter
- Fayston FPF: Heidi
- Warren FPF: Alycia
- 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>)