

**HARWOOD UNIFIED UNION SCHOOL DISTRICT
COMMUNICATIONS WORKING GROUP MEETING**

Wednesday March 8, 2017 5:15 pm
Harwood Union High School Library

APPROVED MINUTES

1. Maureen called to Order: 5:20
2. No additions/deletions to agenda
3. Approve meeting minutes of 2/22/17 – Peter moved to approve. Rob seconded. approved
4. Discussion
 - a. School budget pre-vote-day meeting. Items that came up:
 - We should have where to get school budget reports in all town reports
 - Paper copies at town offices – Moretown had an issue. Maybe others?
 - People asked about school-specific information. Treat as departments / schools
 - b. Review budget communications of current season & distill plan for next year
 - Generally we did pretty well
 - Still an issue with timing issue – boondoggle. Mistakes in articles and/or op ed inaccuracies
 - c. Consider generative collaboration with community engagement team
 - This is a good idea. Let's invite the team to a meeting. Next step – invite
 - d. Discuss dialogue with papers on how to distinguish individual voices from official communications
 - Discussed above, except if you are writing as an individual, do it as an individual.
5. Actions – covered above (tabled Hancock and Granville for another meeting)
 - Town clerks copies at town meeting and at town offices
 - Copies at the actual budget meeting
 - Ask at HUUSD board meeting –
 - School specific info
 - Circulate responses and communications
 - Sign as working group, on behalf of board
 - Communications person at the district?
 - Mo to work on getting coalition group to one of our communications meeting
 - Peter thank you to communities -
 - draft to communications team by 10
 - communication team feedback directly to Peter by Friday EOD
 - Peter to full board by Sat am
 - Full board comments by Monday noon (or 5?)
 - Peter to send to papers by Monday

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
7. Adjourn: 5:55 pm

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>)

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.**