

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

Wednesday December 7, 5:00 pm  
Harwood Union High School Library

**MEETING NOTES: APPROVED 12/15/16**

Notes in black, action items in red

Attendees: Board members: Heidi Spear, Maureen McCracken, Peter Langella, Rob Williams, Public: Jeremy Gully (Waitsfield board)

1. Call to Order
  - Maureen called to order at 5:07 pm
2. Additions/Changes to Agenda
  - Discussion of challenges of open meeting law. Its difficult to get work done when we have to wait to discuss things, or edit documents. Also a concern about quality of work when edits and discussion have to happen at a particular time and place – not enough time to receive ideas and process them.
  - **ACTION: bring to board for discussion next time. Rob will do this! Address frustration about editing work, as well as bringing things to meeting even without, also meeting with multiple people. Formulate questions.**
3. Approval of last meeting meetings (attachment)
  - Heidi motioned approving. Peter seconded. Approved.
4. Outbound Communications
  - a. Board meeting warnings, updates, info: begin to develop a plan and best practices
    - i. Channels / types of information.
      - For this meeting, discussed FPF only
    - ii. Best practices (e.g. always complete feedback loop with things like surveys.)
      - General agreement that we should complete feedback loop with things like surveys to let people know we heard them and encourage ongoing engagement.
    - iii. References: see 11/30/16 email request from Marie Schmukal (**attachment**)
      - Would like to do this. Team developed a FPF communications plan to start which includes the following people posting agendas for upcoming meetings on FPF, hopefully the Friday before the Wednesday meetings.
        - a. Waterbury/Duxbury FPF: Maureen
        - b. Waitsfield FPF: Rob
        - c. Moretown FPF: Peter
        - d. Fayston FPF: Heidi
        - e. Warren FPF: **Action for HUUSD board meeting (Rob): Ask a Warren board member to be an FPF poster** (post meeting update: Alycia Biondo agreed to be the Warren FPF poster
      - We acknowledged there is other information to figure out how to get out as well (superintendents' reports were discussed, but it's not clear how often they happen). Also discussion of what's on the website and making sure we know what's there and help direct what should be there. **Action: Maureen to put website walkthrough on future agenda.**
      - Need to get materials earlier than the Monday before the meeting for communications (likely too late to post on FPF if it's Monday night),

but also for board members to process. **Action: Rob to bring this up at HUUSD meeting – ask for materials in advance.**

- b. School survey circle back out – see below
  - c. Idea generation/brainstorming re: outbound communications and planning
    - New request from Jeremy Gully re: communicating budgets and new voting process early. Many towns vote on the floor at town meeting and now will not be doing that. We need to get the word out and also support engagement (i.e. avoid having presentations/meetings where no one attends). Current thinking: have a plan by January to start getting the word out. **Action: Heidi will bring this up at the HUUSD meeting at 6 pm to get on people's radar.**
5. Inbound Communications
- a. School choice survey: review "soft" data compiled by Maureen. **(attachment)**
    - We skipped this and went straight to the survey.
  - b. Per above, develop plan to circle back with communication to community to 1) thank them for participating, 2) clear up any misconceptions (i.e. forcing kids to move, etc), 3) share key insights).
    - Letter is too long. We think this really is two things – a report about the survey, and a thank you letter (that may reference the report). **Action: Peter will create a revised letter and report. He will send out to the team, and individuals should respond directly to him with comments/feedback so we can continue progress on it.** (i.e. in order to stay "in bounds" of open meeting law, Peter will be a single point of contact for the development of this process from now through the next meeting. The group will only discuss together at the meeting.)
  - c. Idea generation/brainstorming re: inbound communications and planning
    - Did not discuss for this meeting. Keep on agenda for regular review
6. New Business/ Additions to the Agenda
- Jeremy Gully addressed board (see 4C above)
7. Confirm next meeting
- a. (General meeting schedule, 1st Wednesday of the Month, 6 pm)
    - We will meet earlier than January because of the items still pending. We will meet again Wed Dec 14. Agenda as follows:
      - Review survey data
      - Review Peter's report and letter
      - Look at website
        - Rob will plug in his laptop and project website for next meeting
      - Next steps: next posts.
8. Adjourn.
- Heidi motioned to adjourn. Peter seconded. Approved.