

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

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

1. Call to Order
2. Additions/Changes to Agenda
- 3.** Approval of last meeting meetings *(attachment)*
4. Outbound Communications
 - a. Board meeting warnings, updates, info: begin to develop a plan and best practices
 - i. Channels / types of information.
 - ii. Best practices (e.g. always complete feedback loop with things like surveys.)
 - iii. References: see 11/30/16 email request from Marie Schmulal *(attachment)*
 - b. School survey circle back out – see below
 - c. Idea generation/brainstorming re: outbound communications and planning
5. Inbound Communications
 - a.** School choice survey: review “soft” data compiled by Maureen. *(attachment)*
 - 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 kdis to move, etc), 3) share key insights).
 - c. Idea generation/brainstorming re: inbound communications and planning
6. New Business/ Additions to the Agenda
7. Confirm next meeting
 - a. (General meeting schedule, 1st Wednesday of the Month, 6 pm)
8. Adjourn

**HARWOOD UNIFIED UNION SCHOOL DISTRICT
COMMUNICATIONS WORKGROUP MINUTES
NOVEMBER 2, 2016**

UNAPPROVED

Present: Peter Langella, Rob Williams, Heidi Spear

Meeting was called to order at 6:10 p.m.

School Choice Survey: The Workgroup reviewed the cover letter and school choice survey as redrafted by Maureen McCracken, and prepared the edited copy to submit to the HUUSD Board of Directors for consideration and approval. Minor edits to the survey were done to clarify the purpose earlier in the letter and choices in the survey.

Elect A Chair: Rob Williams nominated Maureen McCracken as chair, and Peter Langella seconded. Heidi Spear raised the issue of piling a lot of work on Maureen, who is serving on multiple workgroups. Rob Williams suggested co-chairs. Heidi Spear nominated Rob Williams and Maureen McCracken as Co-Chairs. Peter Langella seconded, and the motion passed unanimously.

Adjournment: At 6:30 p.m., Peter Langella moved that the meeting be adjourned. Heidi Spear seconded, and the motion passed unanimously.

Respectfully submitted,

Heidi Spear

Rob Williams <rob.williams@madriver.com>

11/30/2016 6:52 PM

Re: Suggestions for HUUSD Communications committee

To Marie Schmukal <marie@spbmas.com> • Christine Sullivan <csullivan@gmavt.net> Copy
Alycia Biondo <alybio333@hotmail.com> • White <rosemarie1105@gmail.com> •
Maureen McCracken <maureenmccracken1@comcast.net> • Peter Langella <peterlangella@gmail.com> •
Heidi Spear <hshenry@gmavt.net>

Hi Marie,

Thanks so much for contacting us - and I am in our HUUSD board meeting right now listening intently. 😊

I like your suggestion for our working group (we are not a committee). 😊- to post HUUSD agendas on Front Porch Forum.

I am copying our COMM working group here - assume the answer is YES, unless I email you back.

We'll make it happen.

Be well, and keep in touch with your ideas and questions,

Rob

On Nov 30, 2016, at 6:37 PM, Marie Schmukal <marie@spbmas.com> wrote:

Hi Rob!

My name is Marie Schmukal and I am on the soon-to-be-dissolved board of the Warren School. The following suggestions come out a conversation that I had with a member of my community today: I'm not sure folks are fully aware of the budget work that is going on at the HUUSD meetings and that Town Meeting Day will look vastly different. Any input and engagement needs to be now - not on the floor at Town Meeting. To that end - could the Communications Committee post the agendas for the full HUUSD board meetings on FPF? (Actually I think Brigid's superintendent's reports are more informative of what will be discussed and wondering if those could be made public - especially when hard and difficult topics like class size are on the agenda to be discussed.)

And now that the various committees have been established, could those be listed on the website?

Thanks for your time,
marie

cc: Alycia & Rosemarie - my local reps to HUUSD

A few interesting tidbits

- A lot of people did NOT want to switch and wanted to tell us that! This is great, I think. Again, letting them tell us why would not have been a bad thing.
- Every school would get some incoming students and lose some... it would be interesting to see percentages of the school population, but note only one would move out of Fayston (perhaps this low number is some measure of connection/loyalty?)
- Of those wanting to switch, the top reasons seem to be
 - school atmosphere and learning culture (89% rated extremely or somewhat important)
 - educator/administrator quality (87% rated extremely or somewhat important)
 - course offerings (74% rated extremely or somewhat important)
 - peer group quality (70% rated extremely or somewhat important)
 - Next reasons score 64% and below for extremely or somewhat important
- The reasons to move TO and FROM schools align strongly with the reasons above, but a few additional factors showed up. Please note we are now working with extremely small sample sizes, so ideas below should be taken with a “grain of salt.” Also, the questions did not ask why the person wants to move TO or AWAY FROM a school. So the table below is just showing the correlation of the data (not causation).

School	Additional considerations for those who want to move TO:	Additional considerations for those who want to move FROM:
Crossett Brook Middle School	<ul style="list-style-type: none"> • Building and physical plant quality 	<ul style="list-style-type: none"> • Moving away from cohort
Fayston Elementary	<ul style="list-style-type: none"> • Smaller classes and peer groups • Building and physical plant quality 	
Harwood Union Middle School	<ul style="list-style-type: none"> • Smaller classes and peer groups • Building and physical plant quality 	
Moretown Elementary School	<ul style="list-style-type: none"> • Smaller classes and peer groups • Convenience 	
Thatcher Brook Primary School	<ul style="list-style-type: none"> • Convenience 	<ul style="list-style-type: none"> • Smaller Class Sizes and peer groups • Keeping siblings together / separating siblings
Waitsfield	<ul style="list-style-type: none"> • Convenience 	<ul style="list-style-type: none"> • Convenience • Building and physical plant quality
Warren	<ul style="list-style-type: none"> • Smaller Classes and peer groups • Convenience • Keeping siblings together • Staying with cohort 	

		smaller classes and peer groups	larger classes and peer groups	school atmosphere and learning culture	convenience	keeping siblings together/separating siblings	staying with cohort/friends from prior years	moving away from cohort/friends from prior years	educator/administrator quality	peer group quality	building and physical plant quality	higher standardized test results	course offerings (e.g., English language arts, music, art, athletics/PE, foreign language, math, science, engineering, ecology and nature, participatory and experiential learning)	Other	
WOULD SWITCH (Or Probably Would)		47													
Reasons why	extremely Important	12 26%	6 13%	35 74%	13 28%	11 23%	8 17%	6 13%	31 66%	20 43%	10 21%	9 19%	25 53%	6 13%	
	Somewhat	14 30%	5 11%	7 15%	17 36%	10 21%	14 30%	13 28%	10 21%	13 28%	14 30%	9 19%	10 21%	2 4%	
	neutral	12 26%	13 28%	3 6%	8 17%	10 21%	12 26%	13 28%	6 13%	12 26%	16 34%	18 38%	8 17%	4 9%	
	Less important	4 9%	11 23%	0 0%	5 11%	3 6%	6 13%	4 9%	0 0%	0 0%	3 6%	3 6%	0 0%	0 0%	
	not at all	2 4%	9 19%	1 2%	1 2%	11 23%	4 9%	8 17%	0 0%	0 0%	1 2%	5 11%	0 0%	0 0%	
	This factor extremely	26 55%	11 23%	42 89%	30 64%	21 45%	22 47%	19 40%	41 87%	33 70%	24 51%	18 38%	35 74%	8 17%	
	This factor neutral or	18 38%	33 70%	4 9%	14 30%	24 51%	22 47%	25 53%	6 13%	12 26%	20 43%	26 55%	8 17%	4 9%	

Would switch to Crossett Brook	8	
Would switch to Fayston	6	
Would switch to Harwood Middle	4	
Would Switch to Moretown	8	
Would Switch to Thatcher Brook	8	
Would Switch to Waitsfield	5	
Would Switch to Warren	6	
Would switch OUT OF Crossett Brook	4	
Would switch OUT OF Fayston	1	
Would switch OUT OF Harwood Middle		(no data)
Would Switch OUT OF Moretown	18	
Would Switch OUT OF Thatcher Brook	7	
Would Swith OUT OF Waitsfield	9	
Would Switch OUT OF Warren	8	
Would not switch from Crossett Brook	66	
Would not switch from Fayston	53	
Would not switch from Harwood Middle	26	
Would not switch from Moretown	57	
Would not switch from Thatcher Brook	119	
Would not switch from Waitsfield	56	
Would not switch from Warren	57	