

## Communication Working Group Meeting March 22, 2017

### Amended & Approved Minutes

Attendees: Peter Langella, Rob Williams, Heidi Spear and Sheila Soule. Maureen McCracken absent.

5:52 Rob calls meetings to order. No additions or edits to the agenda.

5:53 Discuss and decide that no extra communication with Hancock and Granville is needed at this time.

5:54 Agenda item of developing roadmap of work. Decided to tackle in context of discussion with some community members who join at 6.

Discussed schedule and how to retain Maureen in CWG. Rob proposes that we retool her ways of contributing, rather than try to come up with alternate meeting times, due to other members' constraints. We agree to ask her to participate through organizational work and creation of deliverables.

Rob introduced question of whether the HUUSD needs an additional staff role to support effective communications and community engagement effort. Heidi expressed concern about adding overhead and realizing folks concerns about more and more investment going further away from students while cuts on the front line proceed. Discussed that this should be considered in the context of developing the next budget.

6:00 Community engagement/advisory proposal discussion. Sheila shared that central office is planning facilitator training in the fall that could be useful to community members partnering with administrators in building effective advisory groups.

Beth Binns and Jeremy Gulley joined to discuss a draft proposal for launching school advisory committees, including their structure and the concept of spring and fall forums. Discussion included:

- Confirm that intended to include principals.
- Expressed importance of written communication from advisory groups for all board members instead of singling out local board representatives for participation and responsibility to communicate.
- Acknowledged time constraints for presentations and the benefit of reports to allow deeper treatment of issues and the opportunity for board members to process and prepare questions.
- Appreciation for grassroots initiative, that it is constructive and ensures legitimacy.
- Benefit to leveraging advisory groups to extend the reach of the CWG to survey communities about topics the HUUSD Board is looking to research, not just communicate local concerns and priorities.

- Recognition that the proposal is a first pass to get the ball rolling. Advisory groups and their work will surely evolve as we are working in uncharted territory. Nothing in the proposal is fixed and communities do not have to all follow identical paths.
- Benefit to linking advisory groups to build on PK-12 system knowledge and thinking beyond the HUUSD Board, potentially rotating responsibility for distilling feedback from advisory groups to identify similarities and differences, build bridges and identify new opportunities. Agreed that advisory groups staying insular would be problematic.
- No opposition to the proposal expressed.
- Agree to share the proposal with the HUUSD Board.

6:25 Rob made motion to adjourn as WWSU meeting about to begin. Heidi seconded. The motion passed unanimously.