

**BRISTOL BOARD OF EDUCATION
COMMUNICATION AND COMMUNITY RELATIONS COMMITTEE
MEETING MINUTES
Wednesday, August 11, 2021**

A meeting of the Bristol Board of Education Communications and Community Relations Committee was held on August 11, 2021, at 6:00 p.m. via the Zoom Meeting Platform.

PRESENT: Commissioners: Shelby Pons, Karen Vibert, Eric Carlson, and Jennifer Dube; **ALSO PRESENT:** Dr. Catherine Carbone, Dr. Michael Dietter, Brian Burke, Amy Martino, and Melanie Vetrano

1. Call to Order:

Commissioner Pons called the meeting to order at 6:00 p.m.

Meeting Norms

Commissioner Pons read the meeting norms.

2. Approval of Minutes:

May 5, 2021 - Regular Communications and Community Relations Committee Meeting minutes as written.

Motion Passed: on a motion by Karen Vibert and a second by Shelby Pons.

3. Public Comment – No members of the community wished to address the committee.

4. Review of Communications Committee Goals – Brian Burke, Director of Communications and Community Partnerships/Engagement reviewed the Communications Committee Goals set in December 2020, and provided an update to the 2021-2022 Communications Strategic Plan Goals:

Develop a communications plan to implement effective and consistent branding and messaging and increase engagement from stakeholders.

- Rebrand district style guide (e.g., logos, colors, fonts; digital, print, social, web, live event assets, etc.) and district and school websites.
- Transition district and schools from SchoolMessenger (and various other communication products) to ParentSquare.
- Gather anonymous data and feedback from stakeholders through monthly ThoughtExchange surveys.
- Publish monthly district digital newsletters and annual district reports.

Foster current and cultivate new community partnerships and opportunities to better utilize community resources and enhance learning experiences for students.

- Develop partnerships with the City of Bristol, community organizations, and businesses and engage the greater Bristol area leadership.
- Restructure district mentorship program and grow mentor-mentee relationships.
- Enhance media partnerships by providing more access and open communication.
- Increase funds raised and the number of donors through DonorsChoose District Partnership.
- Assist district and schools with grants when applicable.

Questions and discussions followed regarding ParentSquare, Thoughtexchange, and the newsletter. Mr. Burke explained how ParentSquare would be rolled out across the district and he shared a ParentSquare overview,

with links to tips for parents and training for parents. The plan is to utilize ThoughtExchange every two weeks for community feedback and it was suggested that the newsletter have student submissions as well as district-level topics.

5. **Update on Rebrand Bristol Public Schools** – Mr. Burke gave an update on the rebranding of BPS. He has consulted with a graphic designer to support Bristol Public Schools and Memorial Boulevard Intradistrict Arts Magnet School style guides. Various designs will be shared with Bristol Central and Bristol Eastern design students for their feedback. Three designs will then be shared with Bristol students and families to vote on the final design.
6. **Update on Grant Submissions** – Dr. Carbone provided an update of district grant submissions. We are currently seeking 10 million dollars in grant funds. A list of grants that the district has applied for thus far was shared with the committee:
 - Public MM SSGP Part I application submitted 6/15
 - Public MM SSGP Part II application submitted 6/30
 - US Embassy/Consulate of Italy and Connecticut Italian Teachers Association Virtual Grant application submitted 6/30
 - 21st Century Grant applications submitted 7/15
 - Bristol Eastern, Greene-Hills, Chippens Hill/Northeast, Hubbell/Ivy Drive/South Side
 - ESSER II
 - ESSER ARP

Dr. Carbone explained the ESSER II grant and how funds must be used and some of the district plans for the ESSER II funds.

Questions followed regarding the school safety grant and police access to our cameras.

7. **Review Family Liaison Position** – Dr. Carbone shared information regarding the Family Liaison Position which is funded through ARP ESSER and some ESSER II funds.
8. **QPR Training** – Dr. Carbone discussed the QPR training (Question, Persuade, Respond to those in crisis) that took place in the district. QPR training was conducted during one of the three days of Climate Camp which took place in July. Our goal is to have all staff QPR trained by November. Once staff has been trained we will create trainers of trainers for the district.

9. **Adjournment**

There being no other business to come before the committee, the committee adjourned. (6:45 p.m.)

Respectfully Submitted:



Susan Everett

Executive Assistant to the Board of Education