

The Board of Education

Town of Vernon

30 Park Street – PO Box 600
Vernon, Connecticut 06066

Anne Fischer, Chairperson
Mason Thrall, Vice Chairperson
Patricia Buxton, Secretary
Karen Colt
Kevin Brown
Mark Kalina
Stephen Linton
Deborah Rodriguez
Kristiana Wintress

October 4, 2023

APPROVED MINUTES

BOARD OF EDUCATION COMMUNICATIONS COMMITTEE MEETING

A Communications Committee Meeting of the Vernon Board of Education was held at the Administration Building, 30 Park Street on Wednesday, October 4, 2023.

Attendees:

Communications Committee members: Mr. Thrall and Mrs. Rodriguez. Mr. Grabowski and Mr. Kalina were absent.

Administration: Superintendent Dr. Joseph Macary

Board of Education Chairperson Mrs. Anne Fischer attended as an Ex Officio Member.

The Meeting was called to order by Mr. Thrall at 6:07 PM.

There was no public comment.

Brochures: The Brochures were updated in March of 2023. They were distributed to families with students attending Magnet Schools, families with students in transitional grades (Pre-School, 5th grade, 8th grades) as well as to the Public Library and local Real Estate Agencies. The next time that Brochures should be updated will be between September 2024 and March 2025.

Billboards: The committee discussed several ideas for billboards for this school year. The decision was made to move forward with the following themes for this year. These ideas are not set in stone since some changes may need to be made as time goes on.

Billboards to be displayed for the next fourteen billboards:

- a) 12/05/23 – 01/01/24 Elementary School Offerings and Highlights
Examples: Pre-K Opportunities, Student Council & Safety Patrol (Leadership Opportunities), Gifted and Talented, Intramurals, Whole Child Approach
- b) 01/02/24 – 01/29/24 Achievement in Growth (Compared to rest of State)

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- c) 01/30/24 – 02/26/24 Rockville High Highlights and Offerings
Examples: Career Pathways, Creative Writing, ASTE,
Fire Safety, STEM, Band
- d) 02/27/24 – 03/25/24 Kindergarten Registration
- e) 03/26/24 – 04/22/24 VCMS Highlights and Offerings
Examples: Chromebooks for All, Google Classroom,
3-D Printing, Engineering/CAD, Desktop Publishing, Video
Production, Lego Team
- f) 04/23/24 – 05/20/24 Miracle Field/Unified Sports
“Vernon supports Unified Sports”
- g) 05/21/24 – 06/17/24 Diversity (Graphic of children standing on different size
boxes)
“Meeting Students Where They Are”
- h) 06/18/24 – 07/15/24 Colleges Seniors are Attending
- i) 07/16/24 – 08/12/24 Scholarships received and College Credits earned
- j) 08/13/24 – 09/02/24 Welcome Back (shorten the length of time for this billboard)
- k) 09/03/24 – 10/07/24 Rockville High School Athletic Hall of Fame
- l) 10/08/24 – 11/04/24 Rockville High School Athletics
Examples: % of Students Playing Sports, Average GPA, %
Playing Sports in College
- m) 11/05/24 – 12/02/24 Veteran’s Day
“Thank you for our Freedom”
- n) 12/03/24 – 12/30/24 Music and Arts Across the District
OR
Community Service performed by our Students

The cost of these billboards has increased to \$1300 per flight (4 weeks for each billboard).

YOUTUBE Channel

Dr. Macary shared an idea that he and his administration have developed. The idea is to buy a YOUTUBE Channel (at a cost of approximately \$60 per month). Board of Education meetings can be on this channel as well as videos taken throughout the schools (athletics, music concerts, community service projects, etc.). Videos can be prepared and aligned with the monthly billboards also. The YOUTUBE video link would be linked to Facebook and other social media websites. This could increase Vernon Public School’s presence on social media.

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Mr. Thrall made the motion that the full Board approve the purchase of a YOUTUBE channel after this proposal is fully vetted. Mrs. Rodriguez seconded the motion and it passed unanimously.

Adjournment

Mrs. Rodriguez made the motion to adjourn at 7:05 PM. Mr. Thrall seconded the motion and it passed unanimously.

Respectfully submitted,



Patricia Buxton, Ed.D., Board Secretary