

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**

September 28, 2022

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, September 28, 2022.

Attendees:

Communications Committee members: Mr. Thrall, Mr. Kalina and Mrs. Rodriguez. Ms. Wintress was absent.

Administration: Superintendent Dr. Joseph Macary

Board of Education Chairperson Mrs. Anne Fischer attended as a member of the public.

- The Meeting began at 6:08 p.m.
- Public Comment – None.
- Brochures: It has been two years since the latest versions of the brochures were designed and printed. It is time to update them. Dr. Macary will contact staff and ask for input as to what new information and highlights could be added. The committee will meet in the beginning of November to compile all suggestions and rewrite the brochures with new pictures. One thousand copies of each brochure will be printed. Distribution of these brochures will be in March of 2023. Incoming Kindergarteners will receive the elementary brochure, 5th graders will receive the Middle School brochure, and 8th graders will receive the High School brochure. All Magnet school students will be sent brochures appropriate to their age level. All new students will also given age-appropriate brochures. Brochures will be distributed at all the schools, the Rockville Library, and Real Estate Agencies
- Billboards: The committee discussed several new ideas for billboards for this school year. The decision was made to move forward with the following themes for this year.

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Billboards to be displayed for the next fourteen billboards:

- a) 10/10 - 11/6 Rockville High School Sports
- b) 11/6 - 12/4 Veteran's Day
- c) 12/5 - 1/1 Elementary Schools
- d) 1 /2 - 1/29 VCMS
- e) 1/30 - 2/26 ASTE
- f) 2/27 - 3/26 Kindergarten Registration
- g) 3/27 - 4/23 Humanities Career Pathway
- h) 4/24 - 5/21 Public Health/ Safety Career Pathway
- i) 5/22 - 6/18 STEM Career Pathway
- j) 6/19 - 7/16 Colleges RHS Students are attending
- k) 7/17 - 8/13 College Credits Earned and Scholarships Won
- l) 8/14 - 9/10 Welcome Back to School
- m) 9/11 - 10/8 Adult Education
- n) 10/9 - 11/6 New Science Labs (or "Coming Soon" if not completed)

Other ideas for future billboards:

- a) Community Service
- b) Adult Education
- c) Festival of Bands
- d) Multicultural Education
- e) PIP – People Investing in People
- f) Clubs throughout District
- g) Elementary After School Activities
- h) Elementary Field Trips
- i) Science Fairs, Student Councils, etc.
- j) Creative Writing
- k) Promote School Attendance

The following themes the committee feels should recur each and every year:

- a) Welcome Back
- b) Colleges Graduate are attending
- c) Kindergarten Registration

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d) Sports

Additional ideas for promoting the Vernon Public Schools:

- 1) There is an electronic billboard on Route 84 that Vernon has access to. Dr. Macary will contact Dave Owens (Communications Director for the Town and Board) to find out if the Board might be able to put a billboard up on that as well.
- 2) It was suggested that the Board have a Vernon Public School Fair in January or February. Booths could be
 - a) Elementary Schools
 - b) Vernon Center Middle School
 - c) Rockville High School
 - d) RHS Athletics
 - e) RHS Career Pathways
 - f) RHS & VCMS Bands
 - g) Pre-K
 - h) Parks & Rec
 - i) Youth Services
 - j) Town Representatives

David Kemp Service Award: This award was established two years ago in honor of David Kemp, a 32-year veteran of the Vernon Board of Education. This award does not have to be given out every year but the committee was asked if they had any recipients in mind. One suggestion was made. The committee will think about it and/or come up with other suggestions or decide to wait another year. This will be discussed at our next meeting.

Our next meeting will be scheduled for early November.

Mrs. Rodriguez made the motion to adjourn at 7:07 PM. Mr. Kalina seconded the motion and it passed unanimously.

Respectfully submitted,



Patricia Buxton, Board Secretary