

The Board of Education Town of Vernon

30 Park Street – PO Box 600
Vernon, Connecticut 06066

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

September 8, 2021

APPROVED MINUTES

BOARD OF EDUCATION COMMUNICATIONS COMMITTEE MEETING

The meeting was called to order by Dr. Buxton at 6:13 PM. Present at the meeting were Mr. Brown, Mr. Kalina, Dr. Macary, and Tanya Stoute (Superintendent Intern from UCONN's ELP).

Mr. Thrall was absent and Mrs. Fischer attended as a member of the public.

There was no public comment.

Brochures: New brochures were created in February 2021 and mailed out in March 2021. One thousand copies of each brochure was printed. Incoming Kindergarteners received the elementary brochure, 5th graders received the Middle School brochure, and 8th graders received the High School brochure. All Magnet school students were sent brochures appropriate to their age level. All new students were also given age-appropriate brochures. Brochures will be distributed at all the schools, the Rockville Library, and Real Estate Agencies. There are enough brochures for distribution for this year as well. Therefore, new brochures will be produced in the school year 2022-2023 for distribution in March of 2023.

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.

Billboards to be displayed for the next fourteen billboards:

- a) Hispanic Heritage Month (9/13/21 - 10/10/21)
- b) Multi-modal Learning/Equity/SEL/Meeting Students Needs to Succeed (10/11/21- 11/8/21)
- c) Happy Thanksgiving in Multiple Languages (11/9/21 – 12/5/21)
- d) Learning through Giving/Service Learning (12/6/21 – 1/2/22)
- e) ASTE (1/3/22 – 1/30/22)
- f) Music throughout the System especially RHS Bands (1/31/22 – 2/27/22)
- g) Kindergarten Registration (2/28/22 – 3/27/22)
- h) Highlight our New Track (3/28/22 – 4/24/22)
- i) Teacher Appreciation (4/25/22 – 5/22/22)
- j) Memorial Day/Flag Day (5/23/22 – 6/19/22)
- k) Colleges Graduates are attending (6/20/22 – 7/17/22)
- l) Investments in School Facilities/Healthy & Safe Classrooms (7/18/22 – 8/14/22)
- m) Welcome Back (8/15/22 – 9/11/22)

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n) School/Community Partnerships/Logos of Organizations (9/12/22 – 10/9/22)

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 Graduates are attending
- c) Kindergarten Registration
- d) Sports

Additional ideas for promoting the Vernon Public Schools:

- a) Sponsor a Radio Spot – “News Brought to You by the Vernon Public Schools”
- b) Gas Station Videos – Alan Rudt of Open Mic Education has been producing 2-minute videos for the district website on various events. Videos such as these could be used.

Dr. Macary will investigate pricing for these two possibilities.

Next Communications meeting will be scheduled for October/November depending on decisions from the Vision Steering Committee (due to their meeting in late September). At that meeting the Communications committee will review artwork for Vision posters and discuss prices of Radio Spot Sponsorships and Gas Station Videos.

Mr. Brown made the motion to adjourn at 7:16 PM. Mr. Kalina seconded the motion and it passed unanimously.

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Respectfully submitted,



Stephen Linton, Board Secretary