

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
Michele Arn
Kevin Brown
Latasha Hyatt
Deborah Rodriguez
Mason Thrall

September 9, 2020

APPROVED MINUTES

BOARD OF EDUCATION COMMUNICATIONS COMMITTEE MEETING

The meeting was called to order by Dr. Buxton at 6:04 PM. Present at the meeting were Mr. Brown, Mr. Thrall, Mr. Kalina, Mr. Owens and Dr. Macary.

Mrs. Fischer attended as a member of the public.

There was no public comment.

Dr. Macary introduced Mr. David Owens to the committee. He is the new Communications Director for the Town of Vernon and the Vernon Board of Education.

Mr. Owens is a graduate of Marietta College earning a BA in Journalism and Columbia University earning a MS in Journalism. He worked with The Register Citizen of Torrington, CT for 5 years and with the Hartford Courant, Hartford, CT for 27 years. The committee welcomed him and looks forward to working with him. Mr. Owens asked that we share with him anything we want to be posted in the media. His first task on the job is to create a Vernon calendar which will merge Town and Board of Education events/activities. Dr. Buxton suggested he join and post on the various grassroots FaceBook pages. Mr. Kalina will share the group names with Mr. Owens so he can join.

This committee meeting is dedicated to determining the themes for the billboards for the 2020-2021 school year.

Billboards: The two billboards displayed, thus far, for the 2020-2021 school year are:

- a) COLLEGES RHS GRADUATES ARE ATTENDING
- b) INVESTING IN OUR FACILITIES

The committee discussed several new ideas for billboards for the rest of this year. The list was extensive and the decision was made to move forward with the following themes for this year.

Billboards to be displayed for the next fourteen billboards:

- a) Rockville High School Hall of Fame Athletes (9/21/20 -10/18/20)

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- b) Fire Safety and Fire Technology Program (10/19/20 – 11/15/20))
- c) Choose Vernon Schools – Road to Success (11/16/20 – 12/13/20)
- d) Good-Bye 2020 – Welcome 2021 in various languages (12/14/20 – 1/10/21)
- e) ASTE – Introduce our New Ram – Apply NOW (1/11/21 – 2/7/21)
- f) Proud of our Alumni – Black History Month (2/8/21 – 3/7/21)
- g) Kindergarten Registration (3/8/21 – 4/4/21)
- h) Next Step Program (4/5/21 – 5/2/21)
- i) VCMS – Do What’s Right (5/3/21 – 5/30/21))
- j) Elementary Art (5/31/21 – 6/27/21))
- k) Colleges and other Pursuits of Graduates (6/28/21 – 7/25/21)
- l) Investments in Facilities (7/26/21 – 8/22/21)
- m) Welcome Back (8/23/21 – 9/19/21)
- n) Proud of our Alumni – Hispanic Heritage Month (9/20/21 – 10/18/21)

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

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- 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 and other Pursuits of Graduates
- c) Kindergarten Registration
- d) Sports

Brochures: New brochures were created in February 2020 and mailed out. 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 next year as well. Therefore, new brochures will be produced in the school year 2021-2022 for distribution in March of 2022.

Mr. Kalina made the motion to adjourn at 7:17 PM. Mr. Brown seconded the motion and it passed unanimously.

Respectfully submitted,

Stephen Linton, Board Secretary