

4.1.1

Communications Committee Meeting  
October 27, 2016  
Minutes

Present: Laura Schulkind, Deirdre d'Albertis, Deirdre Burns, Joe Phelan, Steve Jensen  
via phone: from Tetra Tech: Garrett Hamlin, Kristen Bouffard; from Facilities Comm;  
Mark Fleischauer

The committee discussed the organization of the scope document (previously organized by priority) for the capital project in order to be logical and readable to the community. Categories were reworked:

Health/Safety/Security

Energy Efficiency: Doors, Windows, Roofs

Building Infrastructure

Educational Space

Exterior: Fields/Site work

Discussion of asterisks for code work. Concerns raised that we could give the impression that we are not in compliance with codes - which we are. Consider rewording as "State Education Department regulations." All agreed we should have two documents available for the public - a summary of the work/costs and the more detailed multipage document.

Discussion of outreach to the community.

- Walk- throughs/tours of areas that need work - one the week of November 14, one before public meeting on Nov 29.
- Capital project newsletter. Laura generously agreed to work on the content of this. Joe reached out to BOCES' but timeline is tight. All agree we should keep this simple/straightforward.
- Public meeting. Scheduled for Tuesday November 29, time tbd.
- Postings on Rhinebeck Community Forum
- newspaper article?
- Twitter
- Letters to the editor

To be done:

1. Executive summary (Tetra Tech). To include totals from each category. This will be posted on the web site.
2. Revised scope document with new categories, etc. (Tetra Tech) This will be a link from the main information page on the web site.
3. Joe and Steve will work with Sheldon to get video of areas around the school that need work - will post video on the web site
4. Garrett offered to revise/refine the PowerPoint used for BOE meeting This will be posted on the web site and can be used for the public meeting.
5. Newsletter. Laura will draft this and share around. This will be sent to all households in the district. Garrett will share sample capital project newsletters. Joe to confer with Christine about printing timeline. Goal for mailing: Nov. 14/15. Along with project info

and referendum date, the newsletter will include date of public meeting/tour on the 29th.

6. Fact sheet/FAQ. Collaborative process. Joe will email the whole board for input on types of questions to address (deadline Oct 31). Steve will collect these and share with Tetra Tech for technical answers. Everyone will have input as the document is developed.
7. Steve will change one of the sliders on the web site to capital project information including the executive summary, link to the scope document, the powerpoint, FAQ and video.
8. Joe will email Community Task Force members to ask about sending letters to the editors of Poughkeepsie Journal or Daily Freeman

Deirdre d'Albertis left the meeting at 9:10am  
Mark Fleischauer joined the meeting in person at 9:10am.

Submitted by Deirdre Burns

Convention Schedule – THURSDAY

► School Law Seminar

LOCATION	8:30 a.m. – 4:10 p.m.
Hyatt Regency: Grand Ballroom	20th Annual Pre-Convention School Law Seminar

► Communications Workshop

LOCATION	12:30 – 4:00 p.m.
Hyatt Regency: Regency Ballroom	8th Annual Pre-Convention Communications Workshop <i>Designing &amp; Delivering the Successful Message</i>

► Featured Sessions

LOCATION	1:00 – 2:30 p.m.	2:45 – 4:15 p.m.
Convention Center: 101C	Speaker: Peggy Bonneau and Dr. Charles Morgan – Combat Heroin and Prescription Opioids	Speaker: Robert Freeman – Government in the Sunshine

► Educational Sessions

LOCATION	10:15 – 11:30 a.m.	1:00 – 2:15 p.m.	2:45 – 4:00 p.m.
Convention Center: 101A	Our Community Reads	SOAR to Graduation	Expand Education to Expand the Economy
Convention Center: 101B	Regional Pre-K Language Learning Cooperatives	Team Up for Success	Strengthening the Educational Leadership Pipeline in Schools
Convention Center: 101D		Our Journey to Google	Perception & Branding: Telling our School Story
Convention Center: 101E			Strengthening Partnerships for Successful Schools, Communities and Economic Development
Convention Center: 101F		Test Anxiety: What Educators and School Boards Can Do to Help Students	Federal Issues Update
Convention Center: 101G		Superintendent Evaluation – Navigating for Success!	Teaching Students to Respect Diversity

► Convention Opening

LOCATION	4:30 – 5:30 p.m.	5:30 – 7:00 p.m.
Convention Center: Lobby	Opening Reception	
Convention Center: Ballroom		Opening Session/Keynote: David Pogue

Convention Schedule – FRIDAY

► Featured Sessions

LOCATION	8:30 – 10:00 a.m.	10:15 – 11:45 a.m.	1:00 – 2:15 p.m.	2:45 – 4:15 p.m.
Convention Center: 101 AB				Speaker: Michael Dardaris – The CSI Project: Killing Old Methods, Bringing Learning to Life
Convention Center: 106 AB	Speaker: David Schuler – Redefining Ready! National College and Career Readiness Indicators	Speaker: Dr. Cheryl Atkinson – Collaborative Leadership: A Courageous Model for Success		
Convention Center: Ballroom			A Conversation with the Commissioner: MaryEllen Elia	Education Leaders Round Table: The Equity Discussion

► Educational Sessions

LOCATION	8:30 – 9:45 a.m.	10:15 – 11:30 a.m.	1:00 – 2:15 p.m.	2:45 – 4:00 p.m.
Hyatt, Grand Ballroom A		How To Activate Student Achievement in Math Class and Beyond		Conflicts of Interest for School Board Members
Hyatt, Grand Ballroom B		Board Officers Roundtable		Wake Up to Later School Start Times
Hyatt, Grand Ballroom C				Student Leadership and School Culture: A Positive and Effective Approach
Hyatt, Grand Ballroom EFG		Board Policy and Local Discretion: Making it Your Own		Delegate Orientation
Hyatt, Regency A	Bring Learning Alive Through Embedding CTE Programs in Businesses	Hiring Your Next Superintendent: Process, Stakeholders, and Applicants, Oh My!		Essential Communication Partners: The BOE, Superintendent, & Public Information Specialist
Hyatt, Regency B	Accreditation - More than State Standards	Collision Course: A Proactive Program for Head Injury		How Robust Communications Brought One District Back from the Brink
Hyatt, Regency C	Connect and Share Using a Collaborative Technology Ecosystem	Full STEAM Ahead: A Community Partnership to Promote Student Innovation		Differentiating Learning Through Technology Infusion
Convention Center: 101 A	What Do You Want To Be When You Grow Up?	Linking Superintendent and Teacher/Principal Evaluation to Foster Improved Student Learning		
Convention Center: 101 B	Access for All: Practical Steps Toward Website Accessibility	When Bad Things Happen to Good Schools		
Convention Center: 101 C	Meeting Common Core Requirements and Determining Factors that Increase Likelihood of College Readiness	Managing the State Mandate of Receivership & School Turnaround	College and Career: Graduating Ready	School Climate and Culture Through the Eyes of Students
Convention Center: 101 D	Collective Bargaining Update – Issues and Trends	Creative Fund Raising – Legal and Practical Considerations	Empower the Future	Educator Discipline – How Are The New Rules Working?
Convention Center: 101 E	Bullying in the Workplace – Is Your District Vulnerable to Liability?	School Board Meetings – Legal Do's and Don'ts	Crisis Management and Communications	McKinney-Vento – New Rules for Homeless Students
Convention Center: 101 F	Advocacy 101	Summit Academy: Designing and Sustaining an Alternative High School	A Deliberative Classroom: Discovering Voices, Engaging All, Creating Lifelong Learners	Hands-On and Inquiry-Based Approaches to Support Next Generation Science Standards
Convention Center: 101 G	State Aid 101	How Money Influences Issues	Long-Range Financial Planning	Advances in Telepresence and Content Delivery
Convention Center: 101 H	Sports and Boards: On and Off the Fields	Pathways to the Future: The Five Essential Elements	Strategies for Measuring the Effectiveness of BOE Goals	Let's Level the Playing Field: Providing Equity for All
Convention Center: 103	SuperEval: The Superintendent Online Evaluation System	Creativity in the Common Core Era	Green Ribbon Schools Recognition Program	The High-Performance School Board – The Board-Superintendent Partnership
Convention Center: 104	K-Solar: Leading the Way to Solar Schools in New York	Empowering Teachers Through a Teacher Leader Program	Resilience Can Be Taught	Anatomy of the Goal Setting Process
Convention Center: 104 C	Homework and Grading: Reflecting on Current	Long Term Facilities Planning in a Changing Environment	Improving School Climate Through Strategic Planning	Inside Out: The Evolution of 21st Century High School

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### Convention Schedule – SATURDAY

#### ▶ Annual Business Meeting

LOCATION	8:00 a.m. – Conclusion
Convention Center Ballroom	Annual Business Meeting

#### ▶ Featured Sessions

LOCATION	8:30 – 10:00 a.m.	10:15 – 11:45 a.m.	Noon – 1:30 p.m.
Convention Center: 101 AB	Speaker: Marc Brackett – Emotional Intelligence: From Theory to Practice	Speaker: Barbara Borason – Building Bridges Across the Autism Spectrum	Speaker: Keith Krueger – Moving from Privacy to Trust
Convention Center: 106 AB	Speaker: Anthony Muhammad – Overcoming the Achievement Gap Trap: Liberating Mindsets to Affect Change	Speaker: Anthony Muhammad – Transforming School Culture	Speaker: Derrick Dorsey and Linda Mulvey – Shifting to Restorative and Equitable Schoolwide Discipline and Student Support: Creating and Implementing a New District Code of Conduct, Character, and Support

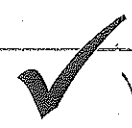
#### ▶ Special Session

LOCATION	10:15 – 11:30 a.m.
Convention Center: 101 F	Speaker: Janet Gonzalez – A Personalized Approach to Learning for Today's Digital Students

#### ▶ Educational Sessions

LOCATION	8:30 – 9:45 a.m.	10:15 – 11:30 a.m.	Noon – 1:15 p.m.
Hyatt, Grand Ballroom A		Building a DASA Coalition Between Schools and Community Agencies	
Hyatt, Grand Ballroom B	Accommodating Transgendered Students and Staff	If You Bring a Mouse to School...	
Hyatt, Grand Ballroom C	Righting the Vessel: One District's Course Through the Perfect Storm	Superintendent Evaluation - Navigating for Success!	
Hyatt, Grand Ballroom EFG	Board Governance - A Student Representative Model	Inspire Enthusiasm for STEM Subjects in Your District's Students	
Hyatt, Regency A	Leveraging School-Community Partnerships to Expand Learning in Your District	Reflection Tool for Strengthening Family and Community Engagement with Schools	New York State Clean, Green, and Healthy Schools Program
Hyatt, Regency B	Communicating Your District's Vision and Goals through Multimedia Branding		Growing Our Own Farm-to-School Program
Hyatt, Regency C	Assessing Your District Mission Using Electronic Badging		Community-Based Education Programs: Getting Ready for Work
Convention Center: 101 C	Reduce Student Suspensions, Increase Student Academic Success: A Possible Solution	Effectively Integrating Language and Content for ELLs	
Convention Center: 101 D	School Districts Get Sued – What Do School Board Members Need to Know about Litigation?	The Every Student Succeeds Act – New School District Responsibilities	Results Driven Instruction: Using Data to Improve Student Learning
Convention Center: 101 E	Special Education – What is New?	Teacher and Principal Probation and Tenure – Is Your District Making The Right Legal Decisions?	STEM on a ShoeString
Convention Center: 101 F			Long-Range Financial Planning for Schools
Convention Center: 101 G	STEAM and the Cyborg Beast Project	Parent University - A Collaborative Strategy to Engage Parents	Valley Central School District's Alternative Learning Center
Convention Center: 101 H		Expanding Leadership Potential – Increase Your Qualified Superintendent Candidates	Engaging Community Stakeholders Leads to a Successful Capital Project
Convention Center: 103	Highly Effective Superintendent Evaluations		
Convention Center: 104	What Does College and Career Readiness Look Like to Students?	Strengthening Education in the Middle Grades	Anatomy of the Goal Setting Process

### Convention Schedule – NOTES



Visit Expo: Fri. 8:00 a.m. – 5:00 p.m.  
Sat. 8:00 a.m. – Noon

