

**BRANFORD BOARD OF EDUCATION  
COMMUNICATION COMMITTEE MEETING**

<b><u>WEDNESDAY</u></b> <b>6:00 PM</b> <b>August 16, 2023</b>	<b>Walsh Intermediate School Cafeteria</b> <b>185 Damascus Road</b> <b>Branford, CT 06405</b>
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**[Chair: Meredith Gaffney; Cristina Cantu, John Prins & Marie Watson]**

To locate agendas and to access/view meetings please go to [www.branfordschools.org](http://www.branfordschools.org)

**Branford Public Schools Mission and Vision Statement**

Nurturing students and citizens who develop a deep commitment to learning today and leading tomorrow is the central goal of Branford Public Schools.

**AGENDA**

- I. Call to Order**
- II. Public Comment**
- III. Approval of Minutes**
- IV. Updates**
  - A. Social Media Metrics**
  - B. Superintendent's Entry Plan Update**
  - C. CAFE Summer Workshop Follow Up**
  - D. Assistant Superintendent Search Update**
- V. Adjourn**

**TO PARTICIPATE IN PUBLIC COMMENTS REMOTELY PLEASE CALL:**

**1 (646) 558-8656**

**Meeting ID: 815 6405 4671**

**Passcode: 812124**

*When participating by telephone please mute your phone when joining the meeting and unmute your phone when you are ready to speak. This can be done by pressing \*6 on your phone's keypad.*

**Rules Governing Public Comments:**

- **Three minutes will be allotted to each speaker. The Board may modify this limitation at the beginning of a meeting if the number of persons wishing to speak makes it advisable to do so. (Board Bylaw 9325)**
- **Conduct intended primarily to be disruptive or verbally abusive shall not be permitted at the Board of Education meeting. Any speaker who engages in such conduct will be warned and allowed to correct such conduct. If the speaker continues to engage in the disruptive conduct such will be grounds for termination of the speaker's privilege to participate in public comment and may be deemed grounds for removal from the meeting site.**
- **All speakers must identify themselves by name and address.**



# Communication Committee Meeting

August 16, 2023



# Flu Clinics

**Walsh Intermediate School - October 17, 2023**

7:00 AM - 8:30 AM

**Indian Neck School Location - October 23, 2023**

8:00 AM - 9:15 AM

**Branford High School - October 23, 2023**

11:00 AM - 1:00 PM

**Mary T. Murphy School - October 26, 2023**

8:00 AM - 9:00 AM

**John B. Sliney School - October 27, 2023**

8:00 AM - 8:45 AM

**Mary R. Tisko School - November 14, 2023**

8:00 AM - 9:00 AM



# Overall Metrics

JUN/JUL 2023

## OVERALL METRICS



**14.5k**

total impressions

**1,882**

total engagements



**40**

total posts

**61**

follower increase

**1,276**

total followers



# Facebook



## FACEBOOK METRICS

- 9,349 impressions
- 1,580 engagements
- 27 new followers
  - 617 total followers



**Branford Public Schools**  
June 28

Branford Public Schools is proud to announce our participation in the Summer Food Service Program! For many kids, summertime means food, friends and fun. For families who count on school breakfast and lunch, however, the summer months can be stressful and family food budgets have to be stretched even further.

WHERE: Branford High School, 185 East Main St. Branford, CT 06405  
Operation hours: Mon. - Fri. Breakfast 8:00 am - 8:30 am Lunch 12:15 pm -12:45 pm  
WHEN: From July 5th - August 11th 2023

**SUMMER MEALS** FREE to all friends age 18 and under!

**MEAL LOCATIONS**  
Branford Public Schools is proud to announce our participation in the Summer Food Service Program! For many kids, summertime means food, friends and fun. For families who count on school breakfast and lunch, however, the summer months can be stressful and family food budgets have to be stretched even further.

Are you a parent? Your summer meals are available to kids and teens ages 18 and under. There is no requirement to fill out an application for lunch. Bring cash, check, debit or credit card to the meal location.

WHERE: Branford High School, 185 East Main St. Branford, CT 06405  
Operation hours: Mon. - Fri. Breakfast 8:00 am - 8:30 am Lunch 12:15 pm -12:45 pm  
WHEN: From July 5th - August 11th 2023  
CONTACT: Info: Susan, Food Service Director, susan@branfordpublicschools.org 860 831 4748

Boost this post to reach up to 129 more people daily if you spend \$14.

7 shares

**TOP POSTS**

- 1,002 impressions
- 276 engagements

**Branford Public Schools**  
July 11 at 3:52 PM

We are honored and grateful to receive the Soundview YMCA's 2023 Community Partner Award! This award recognizes our ongoing collaboration with the Y to provide quality programs and services for our students and families. We appreciate the Y's support and dedication to our community.

Here are some photos from the Y's 2023 gala, where we received the award. You can see some of our board members, staff, and partners celebrating this achievement. A special thanks to Matt Laprino, the Executive Director of the Soundview YMCA, and Christal Esposito, the head of the board for the Y, for joining us and for their leadership.

We look forward to continuing our partnership with the Y and working together to make a positive impact in Branford. Thank you, Soundview YMCA!



- 1,065 impressions
- 105 engagements

# Instagram

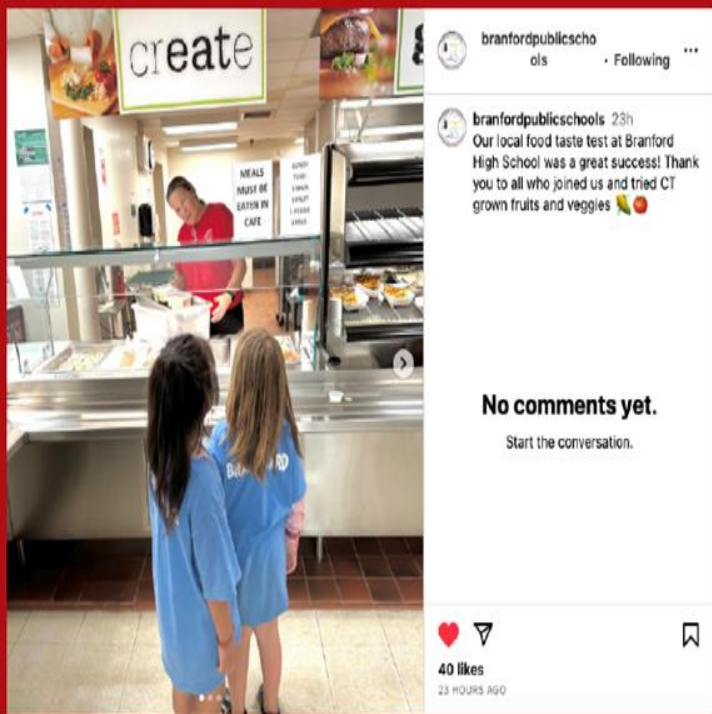


## INSTAGRAM METRICS

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- **3,556** impressions
- **234** engagements
- **35** new followers
  - **556** total followers





**TOP POSTS**

- 497 impressions
- 38 engagements

- 435 impressions
- 40 engagements





# Twitter



## TWITTER METRICS

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- **1,643** impressions
- **68** engagements
- **-1** new followers
  - **103** total followers
- **3.90%** avg engagement rate



Honored and grateful to receive the Soundview YMCA's 2023 Community Partner Award! This award recognizes our ongoing collaboration with the Y to provide quality programs and services for our students and families. We appreciate their support and dedication to our community.



3:52 PM · Jul 11, 2023 · 293 Views

- 293 impressions
- 12 engagements



- 229 impressions
- 7 engagements

Authors Jeanne Zulick Ferruolo and Ndengo Gladys Mwileo visited Walsh Intermediate School for a panel discussion and book signing.



8:00 AM · Jun 2, 2023 · 238 Views





See it, Snap it, Share it!  
We are requesting that families and staff share pictures of special events so we can include them on our Social Media.

Please send them to:  
[celebratebps@branfordschools.org](mailto:celebratebps@branfordschools.org)

# CABE - Considerations for Board Members

- ❑ summarizing documents
- ❑ drafting responses (first draft thinking)
- ❑ Support the idea: If AI can do it for the students perhaps it's not a great task? (T&L)
- ❑ Model critical consumption of information
- ❑ Harnessing for duplicative efforts
- ❑ How do we create conditions that prepare students for change rather than an arbitrary attempt to prepare for the unknown?
- ❑ Account for AI development within technology (cybersecurity) policies
- ❑ Create policies that do not stifle and instead, allow the work to evolve
- ❑ Align policies to Global Learning Competencies



# CABE - Controversial Issues

1

Articulate Rules of Engagement

2

Systematize and Document

3

Follow Rules of Engagement

4

Systematize Response Process



# CABE - Student Panel

Connecting to Resources Beyond School	State Level Connections	Student / Counselor Relationships
Consistent Communications Systems	Career Readiness Center	Cultural Identity
Culturally Inclusive Curricula	Embrace AI	Downtime & Advisory



# Entry Plan Update

Listen & Learn  
Phase 1  
July-October



Share & Build  
Phase 2  
November-December



Launch & Assess  
Phase 3  
January-June

**1. Listen & Learn:** This phase involves scheduling a series of events to listen and learn from the various stakeholders of the Branford Public Schools. These events offer the opportunity to become acquainted the Branford constituents and to engage stakeholders in discourse regarding the District's values, strengths, challenges and areas of opportunity.

**2. Share & Build:** During this phase, findings from the Superintendent's Entry Plan are integrated with other data sources to develop measurable actions to support the goals of the District's Strategic Coherence Plan.

**3. Launch & Assess:** This final stage focuses on the alignment of school and department improvement plans with the District's Strategic Coherence Plan. At this stage, clear and measurable actions can be identified, monitored and assessed to tightly align with District goals and the school and department levels.



# Entry Plan Update

BOE	Staff	Students	Parents	Community	Town Officials
Member 1	Teachers (groups	Murphy	Murphy	BACA	<b>First</b> <b>Selectman</b> <b>Board of</b> <b>Finance</b> <b>RTM</b>
Member 2	by	Sliney	Sliney	BCC	
Member 3	school/program)	Tisko	Tisko	BPD/BFD	
Member 4	<b>Administrators</b>	Walsh IS	Walsh IS	Parks & Rec	
Member 5	Admin Assistants	Branford	Branford High	Shoreline	
Member 6	(BASS)	High	FRC / EYC	Chamber of	
Member 7	Nurses			Commerce	
Member 8	Custodians			<b>YMCA</b>	
Member 9	Paraprofessionals <b>Central Office Staff</b>				





