

**BRANFORD BOARD OF EDUCATION
Communication Committee Minutes**

DATE: August 16, 2023 **LOCATION:** Walsh Intermediate School Cafeteria
185 Damascus Road, Branford, CT
SUBJECT: Communication Committee

ATTENDANCE

| HERE | ATTENDEE | AFFILIATION |
|------|--|--------------------|
| Y | Meredith Gaffney, Committee Chair | Board of Education |
| Y | Peter Berdon | Board of Education |
| Y | Cristina Cantu | Board of Education |
| Y | Meaghan DeLucia | Board of Education |
| Y | Ellen Michaels | Board of Education |
| Y | John Prins | Board of Education |
| Y | Dr. Tim Raynor | Board of Education |
| N | Laura Troidle | Board of Education |
| N | Marie Watson | Board of Education |
| Y | Dr. Christopher Tranberg, Superintendent | Central Office |
| Y | Rachel Sexton, Assistant Superintendent | Central Office |
| Y | Don Neel, Chief Operating Officer | Central Office |

Others present:

BUSINESS ITEMS

ITEM DESCRIPTION

CALL

- 01** Meeting was called to order at 6:03 PM by Meredith Gaffney.

PUBLIC COMMENT

There were no public comments made at this evening's meeting

APPROVE MINUTES

- 02** MOTION (Prins/Cantu) to approve the minutes from the May 17, 2023, Communication Committee Meeting.
APPROVED UNANIMOUSLY

UPDATE ITEMS

03 A. Social Media Metrics

In his report this evening Superintendent Tranberg discussed the following; flu clinic dates, the District's social media metrics including impressions, engagements and top posts for Facebook, Instagram and Twitter (lowest level of engagement), his recent meeting with McDowell Communications Group, current demographic, mapping out the year with topics we will touch on and the District email address (celebratebps@branfordschools.org) for sending items to be posted.

04 Superintendent's Entry Plan Update

In his report this evening Superintendent Tranberg discussed the following; a recap of the three phasis (Listen & Learn, Share & Building and Launch & Assess), meeting with constituents (administrators, central office staff, YMCA, First Selectman, Board of Finance and RTM members, Frank Carrano from BACA), upcoming meetings with parents and students and also one-to-one conversations with BOE members

Continued...

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DISCUSSION/UPDATE ITEMS (Continued)

05 CABE Summer Workshop Follow Up

Among the items that Superintendent Tranberg discussed were; topics discussed at the recent CABE Summer Workshop (AI - summarizing documents, drafting responses, teaching & learning, modeling critical consumption – how are we adapting students for change, how it relates to policies (cybersecurity and aligning policies), dealing with controversial issues (articulate rules of engagement, systematize and document, follow rules of engagement and systematize response process) and the CABE student panel (nine buckets, including focus on areas that could make them successful, embracing AI, cultural identity, after high school).

06 Assistant Superintendent Search Update

Among the items that Superintendent Tranberg discussed were; the Board established a special interview committee of twelve stakeholders that included; BOE representatives (Meaghan DeLucia, Ellen Michaels and John Prins), teachers, coaches and administrators, 60 applicants completed the application, eight people were interviewed in round one, then four for round two, from those four applicants, one person was moved on to interview with Superintendent Tranberg and the BOE Chair, and then ultimately that person was interviewed by the Board members this evening. Superintendent Tranberg concluded by saying he anticipated that that person would be appointed by the full Board at their meeting tonight.

ADJOURN

07 MOTION (Prins/Cantu) to adjourn.
APPROVED UNANIMOUSLY

Mr. Gaffney adjourned the meeting at 6:26 PM.

The next Communication Committee Meeting will be held on September 20, 2023
at 6:00 PM in the WIS Cafeteria.

Respectfully submitted,
Meredith Gaffney, Secretary

Prepared by,
Kerry Eyrich