

**BRANFORD BOARD OF EDUCATION  
Communication Committee Minutes**

**DATE:** December 20, 2023                      **LOCATION:** Walsh Intermediate School Cafeteria  
185 Damascus Road, Branford, CT  
**SUBJECT:** Communication Committee

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**ATTENDANCE**

HERE	ATTENDEE	AFFILIATION
Y	Laura Troidle, Committee Chair	Board of Education
Y	Peter Berdon	Board of Education
Y	Judith Barron	Board of Education
Y	Meaghan DeLucia	Board of Education
Y	Ellen Michaels	Board of Education
Y	Adam Greenberg	Board of Education
N	Ram Shrestha	Board of Education
Y	Shawn Tiernan	Board of Education
Y	Marie McNamara	Board of Education
Y	Dr. Christopher Tranberg, Superintendent	Central Office
Y	Allison Moran, Assistant Superintendent	Central Office
Y	Don Neel, Chief Operating Officer	Central Office

Others present:

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**BUSINESS ITEMS**

**ITEM DESCRIPTION**

**CALL**

- 01** Meeting was called to order at 6:00 PM by Laura Troidle.

**PUBLIC COMMENT**

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

**APPROVE MINUTES**

- 02** MOTION (Greenberg/Barron) to approve the minutes from the November 18, 2023, Communication Committee Meeting.  
APPROVED UNANIMOUSLY

**DISCUSSION/ACTION ITEMS**

**03** **A. Community Updates and Social Media Metrics**

In his update this evening Superintendent Tranberg discussed the following; East Shore Health Clinic's vaccinations (call for an appointment), having close to no Instagram and Twitter interactions for the past two months and exploring other ways of communication.

**04** **A. Update and Discussion of Entry Plan**

Among the items that Dr. Tranberg discussed this evening were; his listening and learning tour, what we took away from the focus groups, the inclusion of Assistant Superintendent Moran in these meetings, the four big questions that were asked (1. what people are most proud of, 2. what they found challenging, 3. what do you wish could be undone and 4. what do you hope for the future), taking all notes from the focus groups and doing an analysis (priorities of growth by students, parents and staff), the clear area of growth was communication, speaking with middle school students, the time and the work that went into the meetings and meeting one on one with the new BOE members.

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**UPDATE ITEMS (Continued)**

**05 Discussion of and development of BOE Pledge**

Collectively the Board discussed the following; the consideration of developing a Board of Education Pledge in an effort to remember their roles/how they are doing and what their mission and goals are, rituals that some organizations go through, whether it would be appropriate to take a moment at the beginning of meetings to remind ourselves that we are here to act on behalf of the students, what other entities (schools, BOE's and CABE) might do and/or have, looking at our Mission Statement, the definition of deeper learning and furthering the conversation next month.

**06 Discussion and development of Board Communication Plan**

Among the items discussed this evening were; this evenings entry plan update, last year's survey, certain key elements to focus communication strategies on (the District's website and the ability to navigate it, the BOE's roles and defining them, what the BOE abilities and limitations are), letters to newspapers or the public, reaching out to PTA's, what else the Board could be doing to improve communications, using social media in a more efficient manner, coming up with a way to measure how well the Board is communicating with parents and finding out if they are satisfied, more consistent flow of information on multiple platforms (quarterly check-ins), taking into consideration what Dr. Tranbergs has already provided on his focus groups, coming up with a process or pamphlet, having the BOE attend back to school or conference nights, having a real communications plan, looking at material from past years, having a baseline to measure against and the District's Annual Report to the Town.

**ADJOURN**

**07 MOTION (Greenberg/Barron) to adjourn.**

APPROVED UNANIMOUSLY

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

The next Communication Committee Meeting will be held January 17, 2024  
at 6:00 PM in the WIS Cafeteria.

Respectfully submitted,  
Meaghan DeLucia, Secretary

Prepared by,  
Kerry Eyrich