

BOARD OF EDUCATION

Ellington, Connecticut

Communications Committee Meeting Minutes

The Communications Committee of the Ellington Board of Education met for a virtual meeting on Wednesday, August 18, 2021, at 5:00 p.m.

Attendees:

Board of Education Members: Ms. Jenn Mullin, Ms. Marcia Kupferschmid, and Mr. Gary Blanchette

Administrative Team Members: Dr. Scott Nicol, Superintendent of Schools

Also in attendance: Mr. Brandon Hubrins, Vice Principal, Ellington High School; Mr. Alan Rudt, Videographer; Ms. Jennifer Brown, Executive Assistant to the Superintendent

Call to Order: The meeting was called to order by Ms. Mullin at 5:01 p.m.

Agenda Items:

1. *Behind the Scenes with the BOE 2021-2022*

Ms. Mullin discussed with the committee what she has been doing since the last meeting. She has been working with Alan and they have been using the media lab at the high school to record in the lab as well as around the school. Ms. Mullin said that Brandon Hubrins, Vice Principal at EHS would like to get an AV Club started for the beginning of 2021. This club could be responsible for filming, editing and producing the recordings that will be shared with Ellington staff, parents and students. We would want this AV Club to have a hands-on approach to the final production of the segment uploaded to our website.

Ms. Mullin also suggested that she would like to come up with a cadence. A 15 minute video once a month with timely topics. For example: September – Welcome Back to School with open house information. She would like for the committee to come up with suggestions for each month as to topics that are timely and important to our students and families.

Ms. Mullin suggested a “spotlight segment” of someone who is doing great things either students, staff or parents. The spotlight segments could be done by

nominations to the committee. The committee would then select the spotlight person. For September, she would like to see maybe the spotlight be the student representative to the BOE.

Mrs. Kupferschmid suggested that we could just do every couple of months instead of every month. Ms. Mullin said that it might be better to have consistency and have it each month. Mrs. Kupferschmid suggested that maybe we could do the new administration: new Assistant Superintendent, new Principal at Crystal Lake School, etc. We want to make sure that we are focusing on each school and not just one school.

Dr. Nicol suggested that we look at trying to involve some of the kids at a particular school and what they are doing at their school. He also suggested that the videos be kept to about 5 minutes in order to keep interest in the video.

Alan, our videographer, spoke to the team and indicated that the "Education in Ellington" videos have been phenomenal and other districts have wanted to sign up their districts and follow our videos examples for their districts. He said he did not want to take away from the Education in Ellington videos and other videos with similar topics might be confusing to those watching the videos.

Dr. Nicol said that the four to ten minute spotlight could be about the opening of school, how did that go and upcoming dates and events in those video for the elementary, middle and high school.

Ms. Mullin asked what everyone thought of the student spotlight idea. Dr. Nicol said it is about the creative piece and it has to be something that we can sustain and continue throughout the school year. So with that being said – you don't need to do one each month. It might be better to do one every other month so it can be a quality video and can be sustainable. The goal is to get 400-500 views to make it worth all of the work.

Ms. Mullin asked if the open houses and dates would be missed if we went late in September so we may want to do the first video earlier. Dr. Nicol said we could focus on other events conference, concerts, etc. instead of the open house dates.

What would be the timeline to rally enough students to want to be in the AV Club. Brandon indicated that they leveraged the new AV equipment to set a fire in students and teacher that were part of the OKP, band and chorus. We did a lot of virtual events last year and have the technology to produce and show the play, concerts and performances at a different level using or AV equipment and production room. We tried to get students excited about using the new AV equipment to update and make the performances fresh and exciting. We offered to train the students and in return they would give some of their time back to do

videos for our website. We have about 15 students and 5 teachers who are interested. We did an initial training with those students. We are trying to schedule right now for them to not only use the mobile equipment but the studio equipment for the final production cuts. We will try to break up the team of 15 students into teams of 5 so we don't burn them out and rotate the students from project to project. We have the capability, but we need some time to train the students. We don't want them to be a position to be embarrassed and produce videos they are not proud to have viewed.

We would like to have the first filming to begin the week of September 20th do you think this would be enough time to train the students and teachers. Brandon said that this week might not be a good week since that is the open house at Ellington High School. If Alan could work with about five of our students the first week of school, we might be able to get a short video completed. Otherwise, October is probably a better timeline for students to get familiar with the equipment and production studio.

Brandon said if he could get two solid training sessions in it may be possible to get a video out the week of September 27th. Andrew who works with the vendor that we are currently using with regards to the AV equipment and production studio. Brandon will reach out to Andrew our vendor and work to get dates and times for him to work with Alan our videographer. Ms. Mullin said she would do her portion of the video recording in advance so it does not delay the process.

We would like the first video to include our student representative for the BOE. This will need to be short and to the point to hold interest of viewers. We could then bring her back in June to see what she has learned throughout the year.

A motion to adjourn the meeting at 5:35 p.m.

1st. J. Mullen

2nd. G. Blanchette

Respectfully submitted,

Ms. Jenn Mullin

Communications Committee, Chair