

BOARD OF EDUCATION

MICHAEL J. TESTANI
Superintendent of Schools

City Hall - 45 Lyon Terrace
Bridgeport, Connecticut 06604

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"Changing Futures and Achieving Excellence Together"

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Bridgeport, Connecticut

April 7, 2021

Board Members:

A meeting of the Ad Hoc District Wide Branding Initiative Committee of the Board of Education will be held remotely via Microsoft Teams, on Friday, April 9, 2021, commencing at 5:30 p.m. A link to view the meeting will be made available to the public through <https://www.bridgeportedu.net/stream>.

Agenda

1. Approval of Minutes: March 5, 2021
2. City wide branding review/ presentation of past to current BOE districts logos and current branding/communications efforts for the district
3. Discussion and Possible Action of building/adding to the current BOE logo
4. Discussion and Possible Action of creating/ constructing a policy for a unified message for internal BOE emails
5. Discussion and Possible Action of creating/ constructing a communications strategy on how to better improve messaging throughout the district for parents using the messaging system provided by the district.
 - a. Discussion and Possible Referral to the Board of a Staff Summary Sheet for Board Action Items

Joseph J. Lombard
Secretary
Board of Education

BBOE Ad Hoc District Wide Branding Initiative Committee Members:

Bobbi Brown (Chair)
Albert Benejan
Sosimo Fabian