

Wednesday, April 13, 2022

MINUTES OF THE AD HOC DISTRICTWIDE BRANDING INITIATIVE COMMITTEE OF THE BRIDGEPORT BOARD OF EDUCATION, held April 13, 2022, held via Teams app, Bridgeport, Connecticut.

The meeting was called to order at 6:04 p.m. Present were members Chair Bobbi Brown, Erika Castillo, and Albert Benejan. Board members John Weldon and Joe Sokolovic were also present.

Mr. Benejan moved to approve the minutes of the meeting of March 16, 2022. The motion was seconded by Ms. Castillo and unanimously approved.

Carli Rocha-Reaes, director of school counseling and parent partnerships, introduced the members of the strategic planning committee present: Dr. Rene Roselle of Sacred Heart University, Michael Brosnan, Shirley Underhill; and Dr. Raiola, principal of Bassick High.

Mr. Brosnan said he knew the committee had been working on rebranding. He said he wanted to make sure that the work on the strategic plan was aligned with the committee. He shared a graphic that the planning committee has been working with.

Mr. Brosnan said the core piece of the committee is the graduate itself, which is included in the draft graphic. He said the committee has spoken to hundreds of folks in the community. He said the draft graphic includes the attributes of a graduate. He noted the draft graphic does not include

the actual Bridgeport skyline, but Ms. Rocha-Reaes has one available that was created by a student.

Ms. Brown said potentially this could be used as a sub-logo to the one the branding committee proposes.

Ms. Castillo said she believed whatever logo the board decides on should reside on the cover page of the strategic plan. Mr. Weldon said we haven't settled on anything yet as far as branding goes.

Dr. Sarah-Jane Henry, director of performing and visual arts, said she met with the logo designer the other day, but updated versions are not available yet. She suggested the draft logo presented earlier could work if the colors decided upon by the board were incorporated.

Mr. Benejan said he sent a proposed black and white image of the city to Ms. Brown. He suggested the student in the middle be of a different race. Ms. Brown said Mr. Benejan sent her some clip art that would be shared.

The next agenda item was on the district billboards.

Lynn Stephens, community and family engagement coordinator, said the current billboard highlights Barnum School in three different languages. Tisdale will be featured next week for a two-week period. The schools represented are participating in attendance campaigns.

Mr. Benejan said he was glad to hear students like the billboards.

Ms. Castillo said inside visuals could be added to the strategic plan document.

In response to a question, Ms. Stephens said we are not stuck with the current color for billboard backgrounds; there are conversations about a new design. Ms. Brown suggested using a lighter color for spring. Ms. Castillo said she was conflicted by the use of both title case and sentence case on the same billboard. Ms. Stephen said she appreciated the valuable feedback from the board.

Ms. Brown said she hoped after the grant cycle went away that we find a way to keep advertising like this going.

The next agenda item was on future committee agenda items. Mr. Benejan and Ms. Castillo said they were okay for now.

Mr. Benejan moved to adjourn the meeting. The motion was seconded by Ms. Castillo and unanimously approved.

The meeting was adjourned at 6:37 p.m.

Respectfully submitted,

John McLeod

*Approved by the committee on May 18, 2022*