

Wednesday, November 17, 2021

MINUTES OF THE AD HOC DISTRICTWIDE BRANDING INITIATIVE COMMITTEE OF THE BRIDGEPORT BOARD OF EDUCATION, held November 17, 2021, at Central High School, 1 Lincoln Boulevard, Bridgeport, Connecticut.

The meeting was called to order at 5:21 p.m. Present were members Chair Bobbi Brown and Albert Benejan. Board member Joseph Sokolovic joined subsequently as noted.

Supt. Michael J. Testani was present.

Mr. Benejan moved to approve the minutes of the meetings of May 19, 2021, and October 20, 2021. The motion was seconded by Ms. Brown and unanimously approved.

The next agenda item was on the new district logo. Ms. Brown said the students and staff did a wonderful job

Mr. Sokolovic joined the meeting

Sarah-Jane Henry, director of performing and visual arts, was in attendance. She noted the submissions were from the high schools and were very different and very diverse. She said high school students did submissions because they have experience with digital art, which the K-8 students do not have.

Mr. Benejan said he was happy to see the logos, but he would like to see the elementary level students included. Ms. Brown suggested selecting the logo from high school submissions but including all students in art campaigns around the logo. Supt. Testani said the entire district

participates in the annual calendar, but there are guidelines around the logo that require digital artwork.

Dr. Henry said it could be opened up to K-8 students with the requirement it be digital artwork. Ms. Brown said she agreed.

The next agenda item was on the new district communications system. Supt. Testani said we are in Phase 2, with full implementation of Parent Square in January. He said some schools have taken a little longer to transition over from the old system.

The superintendent said the system allows more direct communication than ever before in the district, especially by teachers. He said once parents download the app they can control what they receive and in their preferred languages. He said last week there were 295 posts and 1154 direct messages.

Mr. Benejan said he was very pleased with Mr. Testani's ability to do a lot of things in regard to communication in the short time he has been here. The superintendent said traditionally the only method of communicating with parents was to make a phone call or send a letter. He said it was always frustrating when parents would say they had never received communications about an issue with their children.

Supt. Testani said the district's website is being redesigned to make it more user-friendly. In response to a question, he said parents who do not use the Parent Square app get notifications as an e-mail and a text message.

The next agenda item was on superintendent live events. Supt. Testani said there will be a Facebook Live event on

December 7th, at 5:30 p.m. Mr. Benejan suggested there be a short presentation on a day prior to December 7th.

The next agenda item was on social media safety. Supt. Testani said there was an event at Harding in reaction to interactions that have happened following dismissal, but there was a disappointing turnout. He said workshops could be scheduled around that issue.

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

The meeting was adjourned at 5:47 p.m.

Respectfully submitted,

John McLeod

*Approved by the committee on January 19, 2022*