

Thursday, May 18, 2022

MINUTES OF THE AD HOC DISTRICTWIDE BRANDING COMMITTEE OF THE BRIDGEPORT BOARD OF EDUCATION, held May 18, 2022, at Central High School, 1 Lincoln Boulevard, Bridgeport, Connecticut.

The meeting was called to order at 6:49 p.m. Present were members Chair Bobbi Brown, Erika Castillo, and Albert Benejan. Board members Joe Sokolovic and John Weldon were present.

Mr. Benejan moved to approve the minutes of the meeting of April 13, 2022. The motion was seconded by Ms. Castillo and unanimously approved.

The next agenda item was on the district's logo. Sarah-Jane Henry, director of performing and visual arts, was present.

Dr. Henry said she provided the feedback from the last discussion to the designer. The committee looked at the concepts presented.

Mr. Weldon said he believed the skyline portrayed was too busy. He said he liked the diversity and the water imagery.

Ms. Castillo said at first glance the kids looked like a Ferris wheel and were not the best portrayal of diversity. She suggested the cityscape be less busy and without so much detail. She noted the challenges in showing multiple colors.

Mr. Benejan said he agreed with Ms. Castillo about the kids.

Ms. Castillo said the logos without kids portrayed were missing academics, and that they might be great city logos.

Mr. Sokolovic said the versions with a little bit of color were more effective at focusing your eyes on the middle.

Ms. Brown suggested giving the portrayal of the children more personality.

It was suggested to see the proposed logo without the city skyline. Mr. Weldon suggested considering how the logo would look on things such as vehicles. There was discussion of the use of a triangle or circle on the logo.

Mr. Benejan said he had e-mailed an example of how the kids could be portrayed. He suggested the use of the colors of the high schools.

Ms. Brown suggested the logo come back to the committee with revisions, and if that one looks good that it be submitted for outside input.

Dr. Henry said Dr. Jenkins suggested considering the use of a verb added to the Every Kid, Every Day slogan, which could change by department or event. She said the slogan was popular in the district. Ms. Castillo noted Supt. Testani considered it important to use.

Mr. Weldon suggested the superintendent be a part of the discussion about the slogan.

In response to a question, Dr. Henry indicated Mr. Postolowski reported that there can be unlimited revisions of the logo without additional cost.

Mr. Sokolovic suggested the use of actual skin tones instead of something like green or blue.

Mr. Benejan asked the committee be supplied with revisions prior to the next meeting. Dr. Henry said she would share the revisions as soon as she gets them.

The next agenda item was on the district's billboards.

Carli Rocha-Reaes said Discovery School was recently featured on the billboard and portrayed students jumping. This week Johnson School is featured. She said the attendance outreach campaign has been extended to the exterior and interior of buses, along with bus shelters.

Ms. Rocha-Reaes said the billboards had been using pretty much the same format, but there are discussions about using statistics or numbers, including daily updates of attendance, to help motivate students and families. She said she would forward ideas developed to Ms. Brown.

Ms. Rocha-Reaes said the attendance rate had been improving each month, with a decline in chronic absenteeism.

Ms. Brown said the signs on the interiors of the buses were an especially good idea.

Ms. Rocha-Reaes said her counterparts in other districts have expressed love for the billboards being used.

In response to a question, Ms. Rocha-Reaes said the bus ads and billboards will run to the end of the school year. She said it was unofficially learned that the funds will run

again next year to increase student engagement and attendance.

Ms. Rocha-Reaes said there is currently work to boost the home-visiting program for the summer with 40 additional staff. Students who are chronically absent will be worked with, along with efforts to connect them with mentors.

In response to a question, Ms. Rocha-Reaes said the community events include resources for parents and the home visitors go to the homes with resources.

Mr. Sokolovic suggested a campaign aimed at parents informing them of the improved chances for student success with involved parents. Ms. Rocha-Reaes said that is a focus of SEL efforts.

The last agenda item was on ideas for future agenda items.

Ms. Brown noted Mr. Sokolovic suggested looking into how to make the budget plan more appealing to the eye.

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

The meeting was adjourned at 7:22 p.m.

Respectfully submitted,

John McLeod

*Approved by the committee on June 15, 2022*