

Wednesday, March 16, 2022

MINUTES OF THE AD HOC DISTRICTWIDE BRANDING COMMITTEE OF THE BRIDGEPORT BOARD OF EDUCATION, held March 16, 2022, at Central High School, 1 Lincoln Boulevard, Bridgeport, Connecticut.

The meeting was called to order at 5:46 p.m. Present were members Chair Bobbi Brown, and Albert Benejan. Board member Joe Sokolovic was present. Board members John Weldon and Christine Baptiste-Perez arrived subsequently as noted.

Supt. Michael J. Testani was present.

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

Carli Rocha-Reaes, director of school counseling and parent partnerships, reported on the next agenda item. She said the billboard was rotating in three language, English, Spanish, and Portuguese. Bassick High cheerleaders were featured on the billboard. Pictures from the SEL day have been collected and the decision will be made soon on the next billboard.

Ms. Brown said she thought it was important to highlight different after-school activities.

The next agenda item was using Parent Square as a resource for students who need support after hours. Ms. Brown said the discussion was about helping students who were in distress.

Supt. Testani said he would ask data management about this. He said students should have access to Teams and the ability to message a teacher, counselor or principal. He said there would be an issue if the district employee did not have their devices on. He noted students in distress should call 211 if no one else is there for them.

Mr. Benejan said he has heard from parents that sometimes calling 211 does not work. Supt. Testani said the district, or any school district, does not have staff available if 911 does not consider a call to be an emergency. Ms. Brown asked if IT could track such messages coming in on Teams. The superintendent said he would look into that because he knows they have spotted alarming messages in the past, including one in which a young man's life was saved.

Mr. Sokolovic said the prior discussion included putting a lehl disclaimer on whatever app used, including a reference to 211 or 911. He said there were also issues around anonymous reporting systems that exist in some districts.

Supt. Testani said if an anonymous reporting system can be put together that could be part of the new website. He said he would also check with legal counsel on these issues.

The superintendent said often incidents reported as bullying are one-time incidents and not technically considered bullying.

The next agenda item was on the new district logo.

Sarah-Jane Henry, director of performing and visual arts, said the graphic designer has provided some concepts that

were provided to the committee. Color is not added until the black and white version is approved.

There was a discussion of the elements in the proposed logos. The committee members and Supt. Testani provided their thoughts on the designs.

The committee members indicated they liked the round design. Dr. Henry described the words that the committee members suggested for use that were provided to the logo designer. She said she can go back to him for further ideas.

Ms. Brown said she saw some of the words suggested incorporated in the logos.

There was a discussion of suggested words: success, future, and diversity. Power is another word but could be dropped if the logo was too cluttered.

Mr. Weldon joined the meeting.

Mr. Sokolovic summarized the committee liking the shape, the phrase "Every Kid, Every Day," the font style, and Bridgeport Public Schools on the bottom. He said there was less interest in the water being portrayed.

Supt. Testani said a lot of the districts on Long Island Sound incorporate water in their logos.

There was a discussion of incorporating a city skyline into the logo.

Ms. Baptiste-Perez joined the meeting.

Dr. Henry said she would tell the designer that the circular shape was popular, along with the font on the slogan; the water wasn't specifically liked, but it could be less ambiguous. The globe should not be used. The graduation cap is good, but there should be two words on the cap. Also suggested were the skyline – but not too cluttered – possibly the Barnum Museum and the Lighthouse, and some representation of our students.

Mr. Benejan said he would like to see the logo be more about parents and students, not the city. He suggested parents and students be involved in the choice.

Mr. Weldon suggested presenting the next iteration to the full board and asking for their thoughts. Mr. Benejan suggested bringing it to the next superintendent roundtable with parent leaders.

Mr. Weldon said it was not fair to bring a finished product to people for approval; it would be better to share the work in progress at some point.

Dr. Henry said the designs could be shared with students and teachers who submitted designs.

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

The meeting was adjourned at 6:40 p.m.

Respectfully submitted,

John McLeod