

Public Relations, Advocacy & Legislative Committee

Meeting Notes

Monday, 3/21/2022

1. Public Relations

- Committee Comments & Recommendations:
 - **Distribute Bulldog Bulletin throughout Beacon to showcase district highlights. Including library, grocery store, local classes for children, etc. Matt will look into having it printed via BOCES and distribution options.**
 - **District will explore creating a flyer that outlines major benefits and accomplishments of the district, for local business distribution.**
 - **To promote the new daily schedule at BHS, and the addition of academic and extracurricular classes, the school could host a “Curriculum Night” specifically about introducing students and families to new course offerings. It could be held online, with a few department presentations, teacher “meet & greets,” and a Q&A session that prioritizes student questions. Students could also submit questions ahead of time to give instructors an opportunity to prepare responses.**
- **Committee Members will read the On Board article *Who Speaks for “The Public”* and discuss thoughts/ideas for developing more effective communication with the public as a board, and to help guide the goals of the committee.**

2. Advocacy

- **PRIORITY: Advocate for free school meals after loss of federal program. This advocacy can happen at the state level, but will apply to federal legislation. Flora will reach out to John Daley at NYSSBA for advice on how boards can effectively advocate on this issue. The committee can put together an advocacy brief based on this information (<https://bit.ly/3D65u4r>) and this from the NYS Educational Conference Board (<https://bit.ly/3lAgo3F>). Since there is no April PRAL meeting, this work can be done via email.**
- **Updates on advocacy efforts at the local and county level: BCSD PTOs/PTAs/PTSOs received the advocacy info for mental health supports, along with advocacy tools from the website. PRAL Committee will continue to share its efforts and invite parents to participate.**
- **NYSSBA's 2022 Resolutions Survey: <https://bit.ly/3NbQXJk>. PRAL Committee recommends bringing in a representative (possibly from NYSSBA) to do a sort of ask-me-anything session related to NYSSBA's annual resolutions survey. This could help board members be more informed in taking the survey, advocating on issues where appropriate, and voting on issues. Meredith recommends we do this during the Board Retreat. Flora will reach**

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out to Brian Fesslet and Danielle Grasso for advice on who to bring in and how to structure the session.

- Electric Buses: **The district will organize a workshop on this issue. PRAL Committee members will also bring any research for advocacy on funding/infrastructure to the next meeting, including examples of what other districts are doing.**
- BOE Ballots: Board statement opposing party affiliations on ballots. **Flora putting together a statement, PRAL Committee will finalize via email**

3. Legislative

- One-House Budgets: Both houses accepted the Governor's funding of year two of the Foundation Aid phase-in plan, with a minimum increase of 3% guaranteed for all districts. Both houses also added to the proposal by investing in career and technical education.
- EdTPA: The Board of Regents voted to remove EdTPA from the certification process, and colleges have until September 2023 to file their new assessment process with NYSED. The move comes after years of criticism that edTPA is keeping too many people from becoming teachers, that the testing process makes it difficult for teacher education faculty to teach and assess.
- Bill S7666A: Currently no updates