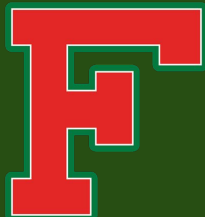# FCSD Name/Logo Advisory Committee
February 13, 2023
Meeting #2

You belong here.   *It is safe to speak up here.*   *What we do is important.*
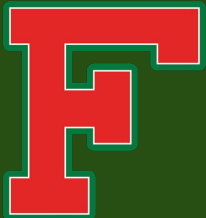
AGENDA

- **Welcome**
- **FCSD Vision/Mission/Beliefs/Guiding Principles**
- **Purpose of and Charge to the Advisory Committee & Timeline**
- **Review & Any Updates Ground Rules**
- **Review Ongoing Communication to All Stakeholder Groups & Make Any Additions**
- **Review Advisory Committee Discussion 1/23/2023 and make Additions/Adjustments**
- **What Information, Feedback, & Insights does the Advisory Committee want to collect from All Stakeholder Groups?**
- **Next Steps**
- **Future Meeting Dates & Times**

Purpose of and Charge to this BOE Advisory Committee

The purpose of the committee is to consider input provided by members of our school community about what our new logo and brand should be to best represent who we are as a Fulton learning community, not to debate the decision by NYSED. The FCSD will be compliant with the directive and we will remove Native American references and imagery. The committee will also assist in developing and implementing the methods by which we will gather input, including surveys and focus groups. In the spring of 2023, the committee will present up to three possible options to our Board of Education and our school community.
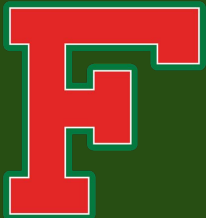
Charge: Generate three (3) recommendations for a new name/logo/branding for the Fulton City School District to the FCSD Board of Education for a May 2023 Board of Education meeting. Final determination and resolution by the FCSD Board of Education June 2023.

Meeting Ground Rules

- Be respectful, be responsible, be a problem solver and be safe.
- Everyone will have the opportunity to speak and participate.
- Be patient and listen to others without interruption.
- Respect each other's thoughts or opinions.
- Value everyone's contributions and ideas.
- Remain open to new ideas and perspectives.
- Embrace different communication styles.
- No individual member of the advisory committee speaks for the committee.

Mr. Pulvino is the designated spokesperson.

You belong here.

It is safe to speak up here.

What we do is important.

FCSD Mission…

The Fulton School Community will empower students to develop the knowledge and skills to become respectful, responsible, productive citizens who are committed to lifelong learning.

FCSD Vision…

Our vision is to create a learning organization that is the centerpiece of the community, where all are welcomed and held to standards of excellence that foster hope and resilience for the future.

Our Beliefs...

I. All students can learn.

II. Expectations drive outcomes.

III. It is our responsibility to foster a culture of growth in our schools and community.

IV. Community support is essential to the success of our students.
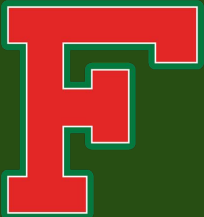
V. Positive, safe and supportive environments are vital.

Our Guiding Principles…

I. The FCSD Shall Create a Safe, Secure and Positive   Learning Environment Through Moral and Ethical Decision- Making which Foster Effective Relationships among Students, Parents and Staff.

II. The FCSD Shall Communicate Effectively and Intentionally Throughout the District and with All Communities of Which it is Part.

III. The FCSD Shall Provide Quality Educational Experiences which Meet the Needs of All Learners.

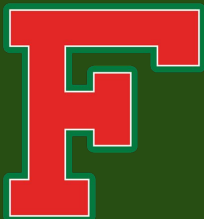IV. The FCSD Shall Be Fiscally Responsible Through Using   Sound and Efficient Practices in All Matters.

Advisory Stakeholder Groups Represented

- Parents
- Students
- Teachers
- Student Support Services
- Paraprofessional Staff
- Building Administrators
- District Administrators
- Community Members
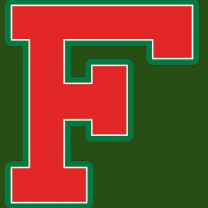- CiTi Public Relations (Support Only)

Members

- Alex Richmond, CiTi PR
- Anna Bednarz, Student
- Annie Quirk, Student
- Brian Pulvino, Superintendent
- Chris Ells, Director of HPEA
- David Phares, Community
- Devon Morey, Staff
- De Meeks, Staff
- Eric Koproski, Principal FJHS
- Geena Abbott, Student
- Jeff Hendrickson, Principal Lanigan
- Harry Meeker, Teacher
- Heather Niver, Parent
- Karson King, Student
- Lauren Bush, Student
- MacKenna LaBarge, Student
- Madeline Meeks, Student
- Nate Murray, Principal GRB
- Olivia Bauer, Student
- Paige Wass, Community
- Pamela Cantine, Parent
- Rob Lescarbeau, Staff
- Robert Briggs, Student
- Sarah Fay, Community
- Teri Loetterle, Staff
- Wanda Gedney, Community
- Wendy Ruiz, Community
- Zoey Kerr, Student

Welcome Ritual

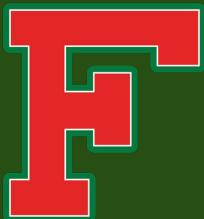*What is a welcome ritual? Why are they important?*

You belong here.   It is safe to speak up here.   What we do is important.

Is there a word you believe should be on our list that is not on the 1/23/2023 list at this time?

Select three priority words from our 1/23/2023 list to describe a quality that you personally believe that every FCSD student must have or demonstrate to be successful every day, now and in the future. Create a wordle to display frequency of the prioritized words.

1/23/2023
One word to describe a quality that you personally believe that every FCSD student must have or demonstrate to be successful every day, now and in the future. These qualities will be used as qualities for developing recommendations. The list will be expanded as input is gathered during process.
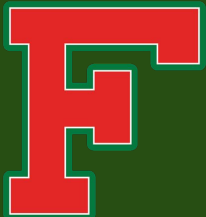
focus   equality   hardworking   motivation   passion   respect   communication

drive   patience   innovation

empowerment   commitment   integrity   strength

perseverance   collaborative   empathy

resilience

grit   determined   loyalty

confidence   kindness

Mindful	Respect	Grit
Kindness	Motivation	Integrity
Respect	Kindness	Loyalty
Empathy	Passion	Passion
Equality	Commitment	Focus
Innovation	Kindness	Perseverance
Perseverance	Integrity	Integrity
Communication	Kindness	Drive
Focus	Grit	Focus
Grit	Confidence	
Strength	Strength	
Integrity	Respect	
Confidence	Empowerment	
Hardworking	Perseverance	
Respect	Respect	
Grit	Strength	
Teamwork	Grit	
Respectful	Hardworking	
Communication	Strength	
Commitment	Dereminination	

Dedicated Page on the FCSD Website

- Posting of Advisory Committee Minutes
- Posting of All Links for Collecting Information
  (Any surveys, scheduled forums, etc. determined by advisory committee)
- Dedicated Button for Let's Talk

  (Ideas & Feedback)
- Other Ideas (Discussion at 1/23/2023 Meeting)
  - *Info at athletic and extracurricular events*
  - *Kiosk in lobby at GRB (between gym and auditorium)*
  - *Social media, Facebook page for the committee)*
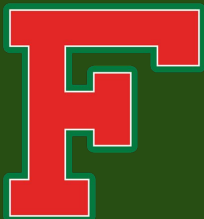 - *Videos*
  - *FCSD App*
  - *Remind*

Before we collect info:
- *Share the words we generated as a committee*
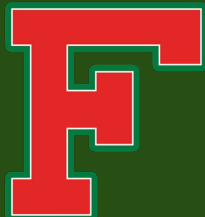- *Solicit more words*

Information to Collect:
- *What is unique to us? (geography, etc)*
- *Semantics - What words are important? Are we changing our name?*
- *Colors- Do we want to keep our colors?*
- *Imagery (animals, nature, etc.)*
- *Symbols and phrases that are meaningful*
- *Realistic or fictional?*
- *Actual or aspirational?*
- *Categories of images/mascots to solicit ideas*

What methods will be utilized to gather information and insights?
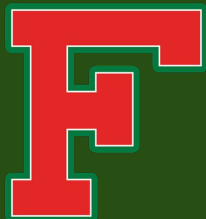
Methods to Collect and Share information:

- *Educate students first before survey/feedback (explain the why and what it means)*
- *Survey students first and share outcomes to community for input (ex: 80% of students surveyed want a realistic image…)*
- *Google forms*
- *Paper and pencil survey*
- *QR codes*
- *Posters, flyers idea drop box at school and public places (Mimi's, library, medical offices, etc)*
- *Invite all members to share ideas*
- *Social media*
- *Remind*
- *Newsletter*
- *Drop box/suggestion box*
- *Postcard with opportunity to return ideas*
- *FAQ document*

Advisory Committee Discussion:

What Information, Feedback, & Insights does the Advisory Committee want to collect from All Stakeholder Groups?
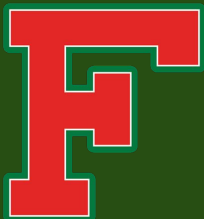
Information, Feedback, & Insights
Advisory Committee Needs from All Stakeholder Groups

- **What does the Advisory Committee want to know?**
- **Categories for Information, Feedback, & Insights**
  - **Items within the Categories**
- **Generate Questions for Surveys, Forums, etc...**
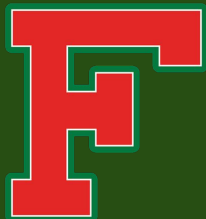
Advisory Committee Discussion:

What does the Advisory Committee want to know/do?

- Could we invite someone from the historical society to be part of the committee to provide info about our history?

- On our survey, can we provide the historical context for our categories? (for example: are the red and green colors related to our Italian immigrant history?)

- What does the image tell us?
- Is it just an image or does it tell a story?

- What would the brainstorm process look like? How can we generate ideas for consideration? Principals or other leaders present to students to begin the ideas.
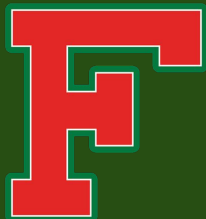
What does the Advisory Committee want to know/do?

- **Create a survey to determine which block F we should use**

- **We want students to start putting out brainstorm ideas for the name.**
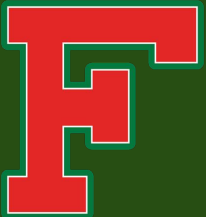
- **Be sure to explain the "why."**

Questions to pose:

- **Do we want to change the colors or keep them?**
  - **If change, what colors?**

- **Should our image be realistic, fictional, or conceptual?**

- **Should the image be related to Fulton's history or a future-oriented concept?**
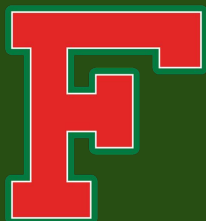
Next Steps

- *Get the words out to the community*
- *Consult with building principals and district leaders regarding information to share with students to increase understanding*

Advisory Committee Meeting Dates

February 13, 2023 (5:30 PM - 7:00 PM)

Future Dates: Discussion of the following dates
Confirmed
January 23, 2023
February 13, 2023
March 13, 2023
March 27, 2023
April 10, 2023
April 24, 2023
May 15, 2023
TBD
Time of Meetings:
5:30 - 7:00 PM
Fulton Junior High, Library

Thank You

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