

## **MSA Communications Committee**

January 14, 2015

### MEETING NOTES

Present: Justin Gehring, Jake Hjort, Jen Hedyt-Nelson, Heidi Bardwell, Joell Pundsack

Absent/Delayed: Jenn Reichel, Jeana Albers, Joe Burianek

We reviewed the student concerns that were brought up at our November meeting. Jen had a chance to review some of them at a recent staff meeting and some have been resolved.

- Have daily announcements read: Some have started, some show them on the smart board; overall better communication
- Students are now receiving the same emails as parents – good.
- NEW or CHANGES in rules: it was suggested that any new rules or changes to existing rules should be put in the daily announcements with communication as to when they would be in effect. Jen will relay that information.
- Better Study Hall communication in Building A: There is now a quiet study hall and a more “social” in the Great hall. Seems to have improved.

LOGO was discussed. THANK YOU, THANK YOU to Jenn Reichel’s husband for cleaning up the design and getting this ready to move to the next step. The logo has been vectored, cleaned up and put into the digital format.

**Board needs to OFFICIALLY APPROVE the final logo at the January 26, 2015 meeting.** Once approved, Justin will go through Legal Zoom to trademark. This will be a one- time fee of \$514. There is a “renewal” with some general rules of usage approximately every 10 years which costs approximately \$300. The general timeline for the trademark process is 3 months. Note: All information regarding the trademark will be sent to the [info@mn.msa.org](mailto:info@mn.msa.org) email and not attached to a “person”.

There was discussion around the “other” Math and Science Academy in Minnesota (K-6 school). A bit of concern raised about searches, but Justin has done a good job of making sure OUR Math and Science comes up first on searches (THANKS JUSTIN). Mn Department of Education was looking into the naming rights, but no updated information that we know of.

MASCOT: This discussion was tabled until the February Board of Directors meeting for possible approval. There is still work to be done on the “pencil” sketch and more details need to be discussed.

BRAND STANDARDS: We briefly reviewed the document that Justin created as a starting point last Spring. Now that the logo has been finalized, Justin will revise the document with the necessary changes. Communications committee will review at our February meeting. Justin will send prior to the meeting.

NICE Kudos on moving the enrollment information on the website. Joell let us know that this has helped to reduce the phone calls/confusion on where to find information. These adjustments were made last year.

ALUMNI DISCUSSION: Justin has been able to be in touch with some students. Here is what he heard they want (so far):

- What's Going ON NOW at the School
- Not interested in a "Social" network
- Would be interested in attending an "at school" event such as the "Dork A Thon"....maybe an Alumni team
- They are aware of the potential of being asked for Donations, but would like more communication in addition to just that
- 15 year anniversary event is a perfect place to start!

Discussion around the possibility of adding an ALUMNI Section to the website as with the following information:

- Update Your Records/Keep In Touch with MSA – address, email, phone, etc.
- Quarterly MSA Newsletter/Newspaper for Alumni
- Upcoming Events...be able to see WHO is attending
- RSVP System

Group discussed that we can do "some" of the Alumni section for the 15<sup>th</sup> Anniversary. Send the Website information with the official invitation for the Alumni event. Goal would be 25% adoption on the site.

Joell is working with a couple of parents on the event and really wanted to set a date. After discussion, it was decided that the 15<sup>th</sup> Anniversary event be held on Friday, May 22 (Memorial weekend) when many could make the time to come home if they aren't in the area. Note: Prom is set for Saturday, May 23.

Quick discussion around TEXT messages – good feedback. Other uses could be discussed.

There was discussion around a promotion video. Testimonials, etc. Involve students, teachers, parents. Use on the website and other avenues. Jen

said that she will work with her art students for the end of Spring Semester as a project. Reminder to discuss photo releases sooner than later!

**Next Meeting Set for Wednesday, February 11 at 5:00-6:00pm.**

Items to be discussed at the Next Meeting:

- Other FORMS of Communication – texts, apps
- Brand Standards
- Mascot?
- Public Relations Plan
- Strategic Plan – Check in on Status/goals

Still looking for more Members for the Committee.....More parents? Heidi will check with the Parent team. Jake will continue to check in at NHS.