

Wednesday, March 2nd, 2016 Communications Committee notes

Present: Joe Burianek, Mark Greseth, Nick Bornt, Jacob Jensen, Jen Heydt-Nelson, Jeana Albers, Markell Anderson, Heidi Bardwell, Jeana Albers, Justin Gehring, Catherine Roath, Joell Pundsack, Anna Li

Next meeting: Wednesday, April 6th, 2016.

- Thanks to Justin for putting up the procedures for the Communication committee under the Committee notes folder on the website. In the event that people leave – this way anyone can access them. It’s really our Communications Plan.
 - Question: how do we make sure that “NEW VERSIONS” of things don’t start to occur? For example, a new dragon, different color logo, etc.
First step: Deliver information to the staff and the Board at March meetings. **Question to Board: do they want the folder to be more prominent on the website instead of committee notes?**
- From Joell: press releases to the newspaper need to be shorter. Heidi has shorter documents as examples to how articles should look. Maybe put in Communications folder so that we can get out to staff. Heidi will send out to Communications committee to review at the April meeting. We briefly looked at these documents previously but will quickly review again before posting to the folder.
- Goal: procedure for establishing relationship with community partners. Best practices guidelines. Shouldn’t be just for teachers, but other staff and students.
 - Albers will talk to Ledvina or Tydlacka about how to contact the charter school organization that we are members of to see if there are existing documents around this topic. Heidi will investigate and share what she has with the YMCA for community partners.
- Award for Sophie Grinland- certificate of recognition to be given at graduation, plaque to be on the wall at school with her name and one for her (fathead was discussed for her). Thinking to stick with a plaque.
- MSA promotion video- Jen H-N is planning on getting finished videos. Last year was a trial run. Likely to be 8 or 9 videos to select from. Filming has already begun. Estimated time to completion is 2.5 weeks. Hope is to be done by April 6th for the next meeting. We’ll have a VIEWING PARTY!!!
 - Idea - Put on Woodbury Public Access as a commercial? Music would be something to be aware of. Should we start putting Board meetings on Public Access?
- Upcoming newspaper ideas: Albers and tree frog release, Great Laptop Hard Drive Swap Day (AKA Fast Friday), lip sync, Robotics competition, Pi Day, Europe Trip
- From Justin: Great Laptop Hard Drive Swap Day details being worked out. A barrage of marketing going on...do we have a media contact list that would be willing to visit the school?
Joell: She has a list of contacts.
 - Justin is willing to work with Joell’s list and add additional.