

Communications Committee

Minutes

Weds., Nov. 14, 2018, 4:30 p.m.

Room 10A

Members Present (underlined): Cheri Howe, Jeff Eng, John Gawarecki, Shannon Froberg, Christine Morrison, Joelle Pundsack, Justin Gehring, Mark Greseth, Jenn Heydt-Nelson, Jessi Heydt-Nelson, Teresa Ward, Heather Krisko, Michelle McManus

Agenda Topic	Description of Discussion Content	Assignment/Action Responsibility
<p>I. Old Business (12 min) -</p>	<p>A. Update on progress of tasks/actions discussed at October meeting:</p> <ol style="list-style-type: none"> 1. Twitter Policy integration with Facebook - Justin: table until communication plan created 2. Skyward/Activities Rosters loaded into Skyward - Justin/Christine - need an alphabetized list from activities (haven't received); then Amanda would take care of it; <ul style="list-style-type: none"> • FYI - 3 years ago activity leaders were supposed to share a Google doc attendance template, but couldn't be put into Skyward; • There are categories in Skyward but gets deleted every year • You can get a roster for a club, but can't take attendance • Some activities are classes, but also extracurricular (Symphony, choir, wind ensemble); some are high school, but middle school students are in them -- how to handle? 	<p>Activities Dir. - connect with activity advisors/coaches to get lists of students in actives</p> <p>Act. Dir. -- connect with activity advisors to see what expectations are for each; develop a standard attendance policy and procedure for all clubs for the Activities Record (for lettering and non-lettering activities, and later, for transcripts)</p> <p>Academics Committee - address how activities that are extracurricular/classes ie Music -- how to handle?</p>

	<ol style="list-style-type: none"> 3. Activity Pages (public and private) - template created; rollout date? - Justin - started working on a template, more clubs want them; Justin doesn't have the right connections for communications; maybe create a form; it's in progress 4. Full implementation (almost!) of School Messenger - Justin - it's working as GTTM is rolled out!; still need to opt in on text msg.; some staff haven't responded 5. Improved Calendar System - Activities - Justin and John - It's in coding; Christine concerned about Activities calendar (conference, non-conference, school) -- a lot of duplicate information on calendar 6. Contribution recognition documents to donors - Joelle and Cheri; \$250 minimum contribution -- donors need a tax deductible form 7. Archive creation for retired BOD links and/or web page data - Christine 8. Americans with Disabilities Act (ADA)/Web Content Accessibility Guidelines (WCAG) compliance - Jeff (was going to look into guidance from MAC/MED), should we put a statement online? Create a Policy <ul style="list-style-type: none"> • Jeff looked into this -- we do have to implement something -- antagonists usually go after larger organizations • Need to create a policy 9. Alumni accounts and procedures - Justin - no updates 	<p>Justin -- rolling out activity pages over time</p> <p>Christine waiting for several staff responses</p> <p>Justin coding - might be able to merge</p> <p>Cheri email Annie and Tom about the; bring to finance committee</p> <p>Cheri check it out</p> <p>Justin w/connect w/BOD chair to discuss next steps/what policy would look like; bring back to committee before goes to BOD;</p> <p>Heather ck some 833 documents to see what policy looks like</p>
	<p>B. Any communication concerns since last meeting? no</p>	
<p>II. New Business (48 minutes)</p>	<p>A. Potential of an Instagram account - Arnav Khandelwahl (BOD Student rep.)</p> <ul style="list-style-type: none"> • Est. an Instagram acct for MSA will allow us to connect with students (they don't use twitter or facebook); use for live streams, BOD mtgs, other events, spirit week; people can live stream and comment; 	

	<ul style="list-style-type: none"> ● Concerns -- whoever's in charge of acct has to be aware of liabilities (what can and can't be done). Parents who don't want their student photographed need to contact the office. Don't post student names or photos of students; what are consequences for posting pix of people that can't be in the photo (just take it down? Legal consequences?) ● Arnav's suggestions - <ul style="list-style-type: none"> ○ Create a student instagram committee ○ Yearbook be in charge of the account ● Committee will revisit idea when communications plan is developed <p>B. Begin discussion on communication plan</p> <ol style="list-style-type: none"> 1. Goals (need 'wordsmithing') <ol style="list-style-type: none"> a) . . . to develop and improve procedures and workflows for effective school communications <ul style="list-style-type: none"> ○ Goals, strategies, tactic ○ identify major and minor events that need plenty of lead times for more effective communication; esp. important for events that include external audiences) b) . . . to prevent event scheduling confusion 2. Develop/coordinate communication survey of stakeholders? - not addressed 	
III. Other	none	
IV. Next Meeting	Weds., Dec. 12, 2018, 4:30 pm, Room 10A	