Communications Committee

Meeting Minutes
Weds, Jan. 8 2020 4:30 p.m.
Room 10A

Members Present (underlined): Michelle Kurkoski, Jeff Eng, Cheri Howe, John Gawarecki, Shannon Froberg, Carrie Hamm, Joell Pundsack, Amanda Stout, Justin Gehring, Jenn Heydt-Nelson, Jessie Heydt, Teresa Ward, Heather Krisko, Tammy Barnaby, Girish Jorapurka;

Agenda Heading	Discussion Descriptions	Actions
I. Old Business	A. December Actions - followup 1. Teacher Parent weekly update The system is still not sending out the reminder to staff. It is fixable, Justin will take care of it. They are holding off on the reminder email to sign up the updates until after the second semester.	Justin fix
II. New Business	 Just sent out coach's form - will be used to update the pages for activities (both coaches and advisers). Rosters are all in Skyward as of today, now we can move into the next phase of using them. School messenger - there is a desire to not use that, instead of using rSchool to do that. This will help with simplicity as ease of use. There was discussion of how to get that implemented. As part of that, the parents will need to opt-in for these alerts and rSchool. Carrie is also adding in the school calendar events to rSchool so that we can move into a one-stop shop for that information. Q: Is it possible to bring rSchool to a staff meeting to show everyone the page and give an overview of the features and responsibilities? John said it is possible to add to the February staff meeting. Q: Can advisers edit the page? Not yet, there is a separate tool and database for this page, so there is more that will 	add to Feb. staff meeting agenda

need to be trained and go into being able to edit the pages ourselves.

 Q: Will we schedule the rSchool training with Justin or rSchool? That will be with rSchool, will update about that soon.

3. A. Digital Displays

- Three displays are up, the remainder are either waiting parts or just need installation. Set-up and information procedures will also need to be developed. The information will go through Shannon and Carrie, more specific information TBA.
- Q: What about a bigger display in the lunch rooms so that
 the students can see the information easily while they eat.
 AFC wants to add a larger display to the Great Hall to
 replace the screen. Money hasn't been fully allocated (still
 in proposal stages). There is also an idea to add larger
 screens to the Gym to replace projector use, but this is still
 in the wish list stage, nothing definite yet.
- Q: Student feedback? There should be an announcement sent out so that the students know what these are and what sorts of information that will be displayed. Also, need to send out the information to advisers and coaches with regard to how to send information to be added to the screen slides.

B. Blog/Chatbot - No updates on the blog or chabot at this time.

4. Website Content Management Task Force

The members on it previously are no longer here, but not sure what the purpose of the task force will be or if there are interested individuals. The design and development of the site itself was the original goal, Justin, Girish, and Heather expressed interest in being on the task force. This would be a group meeting in the

Info for digital displays will go through Shannon and Carrie, more info to follow

Cheri will put a blurb in the announcements

Justin to set a date for group to meet: so far includes Justin (point person), Girish, and Heather

summer to review and possibly update the site. Justin agrees to be the chair of the task force. Q: Is part of this task force also to be who is responsible for which parts of the website information? Q: What about staff members to be on this task force to be sure we have representation from all the groups? Q: What is on the website? What is appropriate for the website? Etc. These could also be appropriate for a BOD member to be part of? Typically at district schools, this is the responsibility of the communications director, for now, it seems that John would be a good individual to have because all the items will still go through John. Justin will look over the list of who is supposed to be responsible for the different sections, schedule a meeting, can start a general rotating meeting schedule. 5. School Closing/Graduation info - the info has been posted to the Justin to alphabetize lists site. • Can the tab lists be alphabetized? Justin says yes. III. New Business A. Event Communication Confusion • Past event - need to sell tickets in order to have an event happen. John to pass on this information to person Previously with a choir concert, now also with the basketball team posting info playing at the Target Center. There is not a communication that the tickets need to be purchased in order to make the event happen. Whomever is in charge of this needs to be more clear so that the community knows that the event won't happen if these tickets are not sold. B. BOD Communication Committee - Revisit Purpose/Draft Plan Cheri made copies of the committee documents (overview and implementation plan). Committee reviewed the implementation document with regard to what has been completed, what may be

ongoing improvements, what still remains to be done.

- Q: What about the MSA room/space reservations? There isn't a form to reserve the Great Hall and other public spaces. This needs to go through someone, but should be a single form to fill out, as well as a single spreadsheet with nested tabs so that we can see the reservations and availability. Possibly have a spreadsheet with comment options so that we could reserve or ask questions about who has 'standing reservation' to see whether they are actually using it that day?
- Q: Can we change the documentation so that it is searchable?
 Justin is working on it, but needs to be communicated to those who produce public facing PF documents. Justin will keep an eye on this in the short run, will continue to improve this as possible.
- Establish a media relations procedure is a final goal, but still blank. This is something to keep in mind as we think of expansion, 20th anniversary, just think about it for next meeting (possible ways to promote and communicate, things to be wary of, etc.). Try to have a more organized effort at marketing and public relations. There were procedures that had been put together that are in the communications guidelines folder, but these are a bit older. There was also an idea of having an article submitted monthly to the Woodbury Bulletin, but that has also not continued. First step would be to review and follow-up with the Woodbury Bulletin so that the releases we contribute now (GPA, other profile stories), continue.

Weds., Feb. 12, 4:30 pm, Room 10A

IV. Next Meeting

Justin to work on?