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Communications Committee
Minutes
Weds., Feb. 12, 2019, 4:30 p.m.
Room 10A

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

I. Old Business	**A. January Action Follow-up:**	
	1. <u>Teacher-Parent Weekly Update</u> - Parent opt-out option: At the start of Semester 2, Justin sent out an opt-out option to parents which changed the "unique opens' 'from 81 to 226 in the last 3 weeks; only 11 people unsubsubscribed.	
	2. <u>MSA Activities Subgroup</u> - item inadvertently skipped over on the agenda, due to the Chair losing their Goggle Communications folder while taking notes during this portion of the agenda; it will be addressed at the next meeting	
	3. <u>Digital Displays</u> - there are issues of reliability that are being addressed by Computer Club before other displays are installed (overheating or crashing due to memory?)	Computer Club members investigating
	4. <u>Website Content Management Task Force</u> - haven't met yet	Justin sent a Doodle out to plan a meeting within the next 2 weeks
	5. <u>Other</u>:	
	a. <u>Chatbot Update</u> - Computer Club has been working on for the last few weeks (using RASA and Articulate)	Computer Club working on
	b. <u>Digital Signage</u> - working through some Python programming basics to see what we need to do to increase reliability before more displays are installed	Computer Club working on
	c. <u>Website Updates</u> - everything is alphabetical	
	d. <u>Online Room Scheduling</u> - Justin and Kevin L. working on coding a format to provide online scheduling of rooms	Kevin and Justin working on

II. New Business	**A. Activities/Athletics**
	1. ~~Policy~~ <u>Procedure to waive activity fee for student's of parent coach/mentors/activity leaders</u>
	    a. according to Activity Director, the fee waiver is only open to <u>coaches of MSHSL activitie</u>s not open to mentors or activity leaders; procedure is not communicated to parents in any MSA document, though all parent coaches are taking advantage of this
	
	2. <u>Background checks</u>
	    a. hard to know if all volunteers are getting background checks; there is no written procedure for who needs a background check, who is responsible to be sure it is conducted; have no control over East Ridge volunteers who work with Robotics team
	    b. what level of background checks are necessary -- person volunteering in a supervised classroom? mento alone with a student?
	
	B. Administrative Absence calendar - it was suggested by teachers who receive many emails during the day (including the absence of administrative/office personal) that administrators post their absences on the Google sub calendar or create a tab for Administration/Office staff off campus to let staff know who is present or not; many issues arise during the day, we need to know who is present, and finding emails from up to 6 admin/office personnel regarding their absence is time consuming and not effective.
	
	C. Pandemic Communications - considering the proliferation of Influenza B and the recent COVID-19, what communication plans
		Shannon will include in coaches/activities handbook
		
		Shannon to bring to Admin mtg discussion on how many students of a parent can receive the fee waiver
		
		Shannon work with Ken LaCasse to address background check issue; info needs to go in all handbooks
		
		Shannon to discuss with Admin team: what are your expectations of various levels of background checks
		
		Joell/Shannon to talk with administration about solution to issue
		
		Joelle investigate communication plans from the

	are in effect for a pandemic; we would want to be prepared for any fast-moving communications; Joell said a communication plan is triggered by the State but will check MSA's crisis plan.
	
	D. MSA Communications and Procedures Guidelines Review
	(available under the BOD > Communications Committee)
	  1. After <u>reviewing MSA's Communication Guidelines</u> from 2016 several areas need to updated
	
	     a. It was decided that a global external communications guideline plan needs to be developed to communicate to the MSA community as there is not one repository for all of the various guidelines that are listed in various places (or not at all), and some are contradictory
	
	  2. <u>Annual communications regarding graduation/seniors</u> - It was brought up that "Graduation and Seniors" responsibilities, which include working with the Woodbury Bulletin, are the responsibility of the position in which Carrie is employed
	
	  3. <u>20 year anniversary marketing</u> -- Justin stated that NHS has a detailed plan - overseen by administration and committee members - so the Communications Committee does not need to be involved
		State Health Dept. re: pandemics
		
		Cheri do minimal update do Facebook and Press Release Guidelines
		
		Committee members to reflect on parameters for external communications procedures to begin draft at next meeting
		
		Shannon to work with Carrie

Next Meeting	Weds., March 18, 2020, 4:30 pm, Room 10A
	
	  1. Brainstorm procedures for a global external communications plan
	  2. Address Director comments (rec'd after meeting):
	     a. Teacher-parent weekly update reminder - teacher usage statistics; how to measure effectiveness?	