

Communications Committee - Emergency Meeting
Agenda
Thurs., Mar. 19, 2020, 2 pm
Room 10A and video conference
Zoom video conference link: <https://zoom.us/j/514390269>

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

- I. Video conferencing etiquette (Cheri/Justin hosting)
 - Raise hands if you would like to talk.

- II. School Closure Guidance Guidelines for Communications (3-18-20) - Review
 - A. District Communication - When and How?
 1. All communications need to go through the Director before being released to the community. Ready to go in final format before it is sent to the Director. If there are any revisions the group needs to make them before publication.
 2. Monday, Wednesday, Friday - the Director will communicate to staff
 - a) Updates, questions and answers and a link with previous questions and answers
 3. Monday and Friday - parents/students receive communication from the Director.
 - a) Updates
 - B. Website - Where can you find the distance learning plan?
 1. The Communications Committee is working on a webpage to put this on when it is ready.
 - C. Distance Learning - what is the structure?
 1. We are in the creation phase. The goal is to have the distance learning plan completed by Friday, March 27. This will be added to the website. Distance learning is expected to begin on March 30.
 - D. Availability of Educators and School Leaders - when available and how can they be reached?
 1. This needs to be added to the website so parents/students have a place to go to when it is created.
 - a) **The Director will provide information of availability of educators and school leaders and will be put on the website by Monday, March 23 (Cheri Howe will confirm with the Director).**
 - b) This will be a living document. We need to have this now through the closure period. This will be addressed in a parent email which will be sent on Friday, March 20 **Cheri Howe will confirm with the Director).** The vast majority is all email or call them. For distance learning - post when the office hours are.
 - E. Student Expectations (attendance, assignments, hours, due dates, etc.)

1. Right now there are no expectations because we are in closure. The Director will include resources in the email being sent to parents/students on Friday, March 20 (**Cheri Howe will confirm with the Director**). As a school we cannot require the students to do any instructional time.
 - a) Checking your internet providers and computer to be ready.
 - b) Communicate tools to the parents so they know what to get ready for distance learning.
- F. Reminder about Student Information System (Skyward) and how to sign up
1. Contact MSA's tech coordinator if they have forgot their username and password (**will be done by tech coordinator**)
 2. **Discussion turned to how** we relay this, and other information, to families?
 - Broadband task force could help with family internet access and issues.
 - Suggested to create a microsite (one-stop shop) for communication of distance learning/COVID-19 information. This will be a communications portal. Bare minimum functional state, then we should use every communication platform; Skyward, school messenger for a voicemail, snail mail with the communication plan.
 - If it is an urgent communication we will use Skyward. Even if you used all three platforms, someone will say they did not get the information. At least the website portal will have everything there. For someone who does not check their email, we can at least tell them to check this site and portal daily.
 - (a) How difficult is it to get this ready? The quickest way to get this going is to throw this up on Google sites. The Google site will be set up. Who should be responsible for updating this site?
 - (i) Tech coordinator - technical person
 - (ii) Director - point person and approval of information
 - (a) Timeliness
 - (b) There should not be that much information other than what is being sent to the Director.
 - (iii) Distance learning tab and information about coronavirus communication on the website was discussed at the meeting and appears under III. below.
- G. Meals - how to access
1. We do not provide student meals.
 - a) But just because you don't officially qualify for free or reduced lunch, does not mean you aren't food insecure. At some point we have to have a program for students to take advantage of. There are local resources that are providing free meals. The home

school district that has a hot lunch program has been informed that they should not be turning away students. It's up to whatever the district guidelines are for who can have a lunch.

- b) We do have some students who are challenged as far as getting food. You may not qualify but does not mean you are food insecure. Heather Krisko is looking into information about meal access. (District 833 has a sign up on their website and prior to getting a meal they have to sign up. Will need to check with specific districts on their procedures.)

H. Telehealth - how to access

- 1. You need to have access to certain services, such as counseling and wellness check-ins. There is a task force addressing these issues.

I. Best practices around health from MDH - how to access

- 1. An email was sent to staff and students.
 - a) The Director recommends this go on the website so it's easy for students and parents to find that information. See III. below.

III. COVID-19 Webpage Development

A. COVID-19 clearinghouse for information

- 1. Suggested that CDC is the best resource to communicate but the state guidelines want to know how our school community will communicate access to MDH's best practices.
- 2. On the webpage, link to the people/groups who are already providing the information.
 - o MDH website re COVID-19
 - o MSA's school nurse communication
 - o Suggest to create generic references to start and then give us more resources to add to this page and how to handle the stresses that come with this.
- 3. Is this one tab or one button and in the sub pages or where and how do we want to address this? re: COVID-19 - distance learning tab
 - a) Justin put together a sample webpage will share with John for approval
 - b) On page include:
 - o Latest announcements
 - o Pages as we need them for specific information
 - (a) Skyward access
 - (b) Technology concerns
 - (c) Committees/task forces will be generating other tabs
 - (d) Banner - frozen with immediate info -- Justin send to John for approval and upload on Fri. March 20

Who is responsible for approving these minutes and discussions and decisions.

- o The Director said we could implement this through administrative preference authority. The Board is there for policy and guidance for the administration. We can go ahead with this unless there is a policy or higher reaching

guidance that is needed by administration to have this done.

- We suggest a March 25th deadline for all task forces related to distance learning to have their tentative final plans ready to be reviewed before being finalized and posted by March 27.
- c) Website updates and management
 - Responsibilities: Tech Coordinator and Building B Office Manager.
 - Each task force comes up with information they want to communicate about their plan, and sends to the Director for approval. John suggests he compile one large master document, and then the information will be communicated. The plan is posted to the website and the requirement is that it is posted by March 27.
 - There may be pieces that need to be sent out by individual task force groups.

B. Distance Learning - Parent Concerns/Questions

1. How do we see this webpage organized (in order)?
 - a) Statement about distance learning
 - b) Will we have frequently asked questions.
 - Can a parent/student send in a question?
 - We could have a question and response list such as frequently asked questions
 - c) Distance learning plan due by March 27
 - Side tabs with the different things they need to do.
2. We want to get out right now a way to relay news, frequently asked questions, and the COVID-19 resources. If we have these four things populated by Mon. March 23, it can go up on the website. Then a voicemail from Skyward Message Center will be sent on Monday and point them to the website.
 - a) Who is responsible?
 - Tech coordinator will post after the Director approves content.
 - (a) Tech coordinator will put some of the resources together
 - (i) Parent, Heather Krisko will add the meal information.
 - Information to be put on the webpage that can be created and tell parents about this next Monday.
 - (a) Link to MDH, (also CDC?)
 - (b) Parents should be aware of distance learning that is ahead
 - (c) Monday's letter from the Director can go there to start.
 - (d) Tech coordinator will add the technology part.

- (e) COVID-19 will be added by the tech coordinator.
- (f) All will go live on the website by Monday, March 23 in the afternoon at the very latest.
- (g) Banner will go up either March 19 or March 20 saying distance learning initial plan preparation will be made available on Monday, March 23. Watch your Skyward emails and the website for more details.
 - (i) Maybe it is the chairs of all task forces that should create any communication pieces that need to be shared with families (need to send to the Director for approval).
 - (ii) The Director will approve the banner and information.

3. Website

- a) A tab will be added at the top page of the website.

IV. Other Communication Needs

- A. Incoming families and communicating next steps - Joell create an information plan.
 - B. Events- how to communicate cancelled postponements, etc.
- Minutes will be sent to the staff and Board of Directors, after review tonight by the Communications committee.
 - The Director needs to give guidance to leaders of the task forces as to what their expectations are. The Assistant/Activities Director will talk to the Director about this.
 - Next Communications Committee Meeting - See what happens on Monday, March 23 with the information before scheduling our next meeting, but will more than likely be more often for awhile