

Communications Committee

Agenda

Weds., Oct 7th, 2020 4:30pm - 5:30pm

Zoom link: <https://zoom.us/j/92905975979?pwd=Nzd1TS9vV2dEcExeFBhN3I5ZGJpUT09>

Present (underlined): Tammy B., Maggie B., Shannon F., John G., Justin G., Carrie H., Jen H., Jessie H., Cheri H., Girish J., Heather K., Amelia L., Michael L., Joell P., Amanda S., Teresa W., Shannon M., Mariah S.

Note: At the board meeting it was determined that this committee will remain a board committee as we have provided communication solutions that have benefitted MSA including the teacher/parent weekly update which has proven to be invaluable during DL. The communication board is not responsible for making the updates needed as those are assigned by administrative staff therefore once we review the effectiveness of the communication and provide our findings to the admin on the communication committee, it is up to administration to follow through to ensure it is completed.

Note: Neither of the Communication Committee admin was able to be present for the meeting. The purpose of this meeting was to discuss the purpose and goals of the communication committee for the October BOD meeting and the BOD representative agreed this meeting could and should occur as planned so as to not fall behind and no admin decisions were requested.

I. 2020-21 Committee Purpose Statement

See Attached

https://docs.google.com/document/d/1mTP8UMP-ugSW_-QX0KHzIFsWDyYYkgGHpMK_PLmSTwE/edit

The communication committee's job is to create online guidelines for press releases and not to communicate the news with the public. Joell suggests that we could also put together a list of recommended items about which press releases could/should be written. **It is up to the BOD and/or administration to determine who is responsible for writing the releases.**

Cheri suggests that we begin the initial process of establishment of contacts and resources where we can recommend community communication opportunities.

Girish clarifies our purpose: Are we serving the administration or the Board?

Heather says we are steered toward the Board and supporting their mission. We are ensuring effectiveness, reviewing and providing our findings to admin so that admin can follow through. The Board wants us to represent them.

Maggie confirms this.

Justin recommends that we change the language of our purpose to say "to create and maintain procedures and guidelines relating to MSA's branding, marketing, and external communications."

Girish recommends that the lines of communication be between this committee and the Board, rather than from the committee to the admin and then from the admin to the Board.

Heather states that this is indeed our goal: To present our purpose and proposals to the Board and be representative of the different groups by making sure things are getting done.

II. 2020-21 Committee Goals*

See Attached

https://docs.google.com/document/d/1mTP8UMP-ugSW_-QX0KHzIFsWDyYYkgGHpMK_PLmSTwE/edit

Goal 1: User Groups:

Prospective Students--This group is receiving communication, but Joell does have concerns based on the current state of the world.

Joell says we need a point person and some guidelines re: how things are communicated to the public because there is currently not that one person to take charge of this.

Tact 2: Jessie states that surveys remain a recommended source of communication and means of determining the pulse of the community before big problems arise.

Once again, Girish recommends that the language be changed to include that **the committee communicates directly to the Board rather than to administration.**

Strategy 2, Tactic 1: Training:

Justin recommends that the language be changed to include that the committee recommends additional training of various platforms but not provide the training.

Note: Heather wonders if we should bring the knowledge that the R-School training may need to be repeated for staff.

Goal 2: Website Maintenance

Justin recommends that we change Strategy 1 to be Goal 2.

Justin clarified that his job description is loosely written for a reason--so that he can do what he needs to do. However, he is not the first point person if something on the website needs to be changed.

For example: The committee could recommend to the Board that the website be rebranded. Then if the website needs to be rebranded, the Board would recommend that the committee do research and bring a recommendation back.

For now, this committee will come up with procedures so that if inaccuracies occur when checking the website for accuracy, recommended changes can be made directly to Justin.

Strategy 2: This is clear as stated and continues to be a strategy.

III. Create Electronic Press Release Guidelines using previous press release guidelines as guide discussion

<https://docs.google.com/document/d/1MnsLWVXcMMB7aQApSZXJz317Cxcw-QApU19Zocuoyk8/edit?usp=sharing>

Joell recommends that a smaller committee be created to address this issue. Carrie says that she has not been asked to send out any press releases.

Heather and Joell will be part of this committee. Maggie and Cheri would also like to be involved. Cheri has examples of prior releases written when Bob Kreischer was Director.

IV. Parent Directory

This has not been yet approved by Mr. G, but the plan is to turn off the current directory. Then invite families to join and then be distributed. Name, email, and phone number has been requested. A concern is that Skyward does not allow the directory to be released only to families who are willing to be part of the parent directory.

V. Updates from Task Forces

No updates were brought forth at this time

*use last years report for reference while creating goals

https://docs.google.com/document/d/1Ic9PxWJlfDSXyASeoUMHG_LKT5DCVHm3L4WtvUJIPe4/edit

Next meeting: Wednesday, Nov. 11th 4:30pm

Heather will compile this meeting's notes and prepare them for the next Board meeting.

Next meeting: Nov. 11 at 4:30--same Zoom link

Meeting was adjourned at 5:33 PM