

Communications Committee

Minutes

Weds., Nov. 11th, 2020 4:30pm - 5:30pm

Meeting ID/Password: <https://zoom.us/j/92905975979?pwd=Nzd1TS9vV2dEcExXeFBhN3I5ZGJpUT09>

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., Shannon M., Joell P., Mariah S., Amanda S., Teresa W.

Purpose of Committee

1. to create and maintain procedures and guidelines relating to MSA's branding, marketing and external communications.
 2. to ensure the effectiveness of communication between different school related groups.
 3. to ensure the effectiveness of communication between school community members.
 4. to review MSA website components for accuracy and standardization.
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- I. **On-line Press Release Guidelines Update** (Joell) - have not met yet to discuss (FYI - Joell saw a new media outlet located in Cottage Grove [but didn't have name])
 - II. **Preferred Communication Modes** (Zoom, Google Classroom)
 - A. Will additional training be needed if the learning model changes?
 1. if going hybrid, might need training how to not get feedback in the classroom, may need tripods, asynchronous distance learning or hybrid - why asynchronous-was labeled 'maybe' asynchronous; got the idea that people in building would be 'taught' in the classroom, but the question didn't reflect that.
 2. there should be no software/hardware changes, so no training needed for that
 - B. Parent survey on choosing learning modes for Semester 2: discussion that some parents were confused about the choices - that hybrid distance learners would be possibly learning asynchronously (not synchronous like current model) and that hybrid in-person learners would be taught in the same way as distance learners (not 'live'). (Heather) parents have very different ideas about what's going on, (Girish) there are 3 groups of students: distance learning students - keep the same thing or hybrid- some students will be onsite, and most will be at home learning asynchronously

(Maggie) it's not going to be simple, it's what teachers can realistically handle -- there's opportunity to come in for socialization; additional information needs to come out
 - C. Staff survey regarding learning modes going out today, will get responses back to give to the BOD for meeting on Monday. Survey will address various options - asynchronous vs synchronous will be one of those choices
 - D. revisit discussion next month after decision has been made
 - III. **Create procedures for website changes**
 - A. Hierarchy of changes (Justin): small, large, restructuring
 1. small changes - go to Carrie/Justin (in charge of website); typographic, informational (things we do every day); some changes have to go through John
 2. larger changes - need to create a flowchart/procedures so we can bring it to the board

3. structural changes: 2 approval processes (sometimes come into conflict); if admin asks for a structure change we do it; Communication Committee took that role to restructure/reorganize site last month (medium change - knowing the procedure what the BOD wants executed)
 - a) Joell went to John and to restructure the tab/info from 'Fall Planning' to "Semester 1", add WIN Friday piece to drop down menu; it took awhile to get the information up there due to Justin's workload but it was updated.
 4. where do training videos fit in?
 5. big changes would be software changes, funding needed
- B. Discussion on where information is about office hours, who to call, there's parent confusion on who to reach out to. There should be something on the website.
 - C. Are we trying to put together flowchart or step-by-step procedure - flow chart solves who is the person to fix this, and am I the person to fix this. (Tammy) confused about the quality of the website, no one person is responsible for oversight and accuracy; need to be active (making sure things are correct) rather than reactive (having to continually report errors, and not sure who to report them to). Can't we have a better process?
 - D. (Joell) Last year we talked about having a task force to assign someone to each website tab to be responsible for updating it; it's up to admin to make sure that staff is doing their job to keep things accurate and getting done. Question to John/Shannon: are you looking at content to make sure it's accurate (Shannon) Carrie is constantly updating activities as they change constantly. (Tammy) Is the updating process being documented? No one admin is in charge of the website, spread thin, it makes it difficult. Need checks and balances.
 - E. (Girish) - is it possible to put the responsibility of the tab on the tabs and have them email 'broken links'?
 - F. Discussion on creating procedures and what we as a committee want to accomplish - Heather will start to put together a flow chart and tab responsibilities. Is there a checklist or form to say 'yes' I completed this. Joell - forget about the prospective families tab - but if I know to check it every month, I'll do it; (Justin) we have software that tracks when pages are last modified; can create some kind of dashboard to see when the tabs/info was last reviewed and when last changes were made; can give it a 'green' and 'red' status to show progress, make it part of the page and when a change was made, that way we can have it go from a green to red status to show progress - make it part of the procedures (won't happen soon, though)

IV. Communication Concerns from Parents

- A. School Pictures
 1. parents reached out to admin about concerns re: photographer got personal information - who is responsible to determine what personal information (ie-students emails) can be given out; Maggie was asked to bring concern to BOD because parent did not get concern resolved, but John asked that the parent reach out to him again instead.
- B. Student Directory (includes MSA graduates)
 1. If you opt in, MSA graduates are also on there. Can it only be current students, does it have to be everyone? (JUSTIN) just recently reactivated directory in Skyward, removed everyone from it, and people could opt in - it's always shown the graduates and current siblings; will look into it - Justin will keep Heather updated

- C. Facebook pages/Twitter Accounts - where are the accounts sponsored by MSA listed and who is updating?
 - 1. Info got moved from the MSA webpage to only be accessed by parents through the parent portal.
 - 2. Twitter (only Tom uses one) and MSA Facebook links will go back at the footer of MSA webpage
- D. Fall School Opening Tab - When will the fall plan be updated with the WIN Friday information and who is updating it?
 - 1. Now changed to be 'Semester 1' and WIN Friday information is under it.
 - 2. Once the BOD makes decisions on Semester 2 learning plans it will be put on the website
 - 3. Will the Fall planning guide be updated so there is one place to go to to find information, or will a new document be created? Depending on what the BOD votes on -- no matter the tab is called, the biggest thing is that the parents can go to that tab and find everything they need. (John)The fall plan probably won't change, but a statement will be put on the website.(?)
 - 4. Justin - one of the things that came out of WIN Friday is the "Meet Calendar" in the Fall Planning guide is not updated -- should it be pulled off line or revised. That is part of the issue about parents finding information in one spot - info went up quickly but parents still not sure where to look for it - who is charge of this tab; if BOD approved of changes to Distance learning plan (ie-WIN) than the revised schedule should be updated in the planning guide. Mr. G - responsible for updating the fall plan
 - 5. If we aren't using this for 2nd semester are we creating a new document COVID-19 plan or updating the current one (WAS THIS RESOLVED?)

Next meeting: Wednesday, Dec. 9th 4:30-5:30pm