

MSA Communications Committee Notes

March 18, 2015

Present: Justin Gehring, Jeana Albers, Jen Heydt-Nelson, Joell Pundsack, Heidi Bardwell

Absent: Jake Hjort, Jenn Reichel, Joe Burianek

Brand Standards:

The Brand Standards document was reviewed and approved by the Board at the February meeting. We are now ready to move forward on communication. Justin will work on a document to be reviewed by the communications committee and then we will post the brand standards information on the website under the "About Us" section.

Also reviewed that the Dragon Mascot was approved by the board at the February meeting. No additional approvals are needed – the brand standards just need to be followed and communicated.

PR Video:

Jen discussed the status of the Public Relations video for the website. 1st hour class is working on the project. They are pulling together video from students, alumni, staff, board members. Their first "rough" deadline is Friday, March 20 – students are having a good time with the project. The concept is to use the video on the website. Video will be 2 minutes max. The group will have a video ready for the communications committee to "preview" at our next meeting in April. We're excited for the "viewing party".

Alumni 15 Year Celebration:

Joell had discussed that people had noted that the tentative May 22 date was not a good date. There was a request to move this event to May 16. In addition, there has been about \$300 raised for the event and also several gift certificates. Joell suggested a silent auction or raffle at the event – great idea. There was discussion regarding date and the communication committee felt that mid summer may be better to engage more people. Also, Joell would have more time to dedicate to the event. Right now the committee is 2 parents and Joell – pretty disappointing.

The communications committee is not the committee for the event, but would be happy to assist with communication. Suggested that another email plea to parents should go out to engage a larger committee.

Alumni Website: No additional updates for this meeting today. Will look at possibly for April meeting.

Translation Service Discussion:

Jenn Reichel had sent an email to the group prior to the meeting regarding the request for translation services. This initiated from the Special Education Department, but now has had one request from another teacher. Do we need these services available? Jenn also provided some resources that could be used. Not sure what we need – Spanish? Other?

Communication committee wants to check if there is already a policy in place on when we need to provide translation. Maybe check with MDE. The committee would be fine to research if needed. Decision should be made if this is a board decision or should be with administration.

Communications Plan:

Per our Strategic plan, we discussed the current PR/Communications plan. Currently there is not a set plan for Press Releases or other intentional communication. Discussion around Cable TV, Woodbury Bulletin, Patch. Jeana will check with newspaper group on their interest in possibly working on some pieces of communications around Press releases or articles for the bulletin.

Good discussion around WHY the PR? Not for enrollment, but more for overall education of the greater community. Ultimately may increase awareness for fundraising and partnerships.

Discussion will continue with communications committee as we move forward with new administration. Communications committee can assist with communication plan, but feel that staff/administration should take the lead on execution. Continue discussion next month.

**NEXT MEETING: Wednesday, April 15
5:00-6:00pm**