

## **MSA Communications Committee**

Meeting Notes

October 14, 2015

Present: Justin Gehring, Joe Burianek, Jeana Albers, Mark Greseth, Markell Anderson, Jen Heydi-Nelson, Jacob Jenson, Heidi Bardwell

Absent: Nick Bornt, Joell Pundsack

A parent concern was brought to the committee by Jeana around **communication for NEW students** to MSA. Work is already in motion to create a new student packet which may be helpful. In addition, there is a checklist that has been created (we could review this at the November meeting). We did not have the complete details on the root of the issue. Was it forms? Paperwork? We can re-visit in November if we have more details.

### **Follow ups from Communications Committee 2014-15**

Check in on communication with **Alumni**. No additional work on the website portion to date. Peter Irvine is chairing the Alumni committee (a new committee to MSA). We will work with that committee as needs arise.

**Website** Check in. Justin reported that there are no issues pending. We will continue to monitor the site as a committee periodically.

**Promotional Video** "trailer". Jen reported that the DVC2 (Digital Visual Communication) class from last year did not have the opportunity to complete the project. The Communications committee liked a lot of the footage and overall concept. It was suggested that the AV Club take a look at the videos from last year to try to create a 2 minute MAX clip to use. Jacob will bring the information to the AV Club. Jen also noted that the next DVC2 class is not until Semester 2. We could look at the project again with that group to update.

### **Movigg Forward: Chart of Work for 2015-16**

It was discussed that we generate monthly **(or regular) media communication**. Need to have a better and more regular public presence in the media. Ideas should come from our group – there are LOTS of things going on!!! Will discuss the process in more detail in November – felt that our group could write the releases or work with someone from the school newspaper to submit.

Quick Review of the **Brand Standards** Power point is needed just to "polish" it up. In addition we need to verify that the COLOR Dragon has been

approved by the Board. There is still some question there. Justin will send the brand standards to staff, faculty, coaches so that everyone is truly on the same page. Suggested that it should be discussed and reviewed at an upcoming staff meeting. We need to be consistent – that’s the whole point of doing this. Justin will also check on the status of the trademark of the logo.

Discussion around **Facebook Page** for the school. MSA does have an official MSA page – separate from the “group” page that parents use for their own discussions. We feel that we should use the OFFICIAL page for some communication – further discussion at a later date.

**Agenda Topics** (for the Next 2 months):

**November:** Brand Standards with 2015 Revisions  
Media /Press Release

**December:** Facebook  
Set Chart of work Topics (January-March)

**Action Items BEFORE next meeting:**

- Justin to work on revisions to Brand standards packet
- Heidi to send Justin a tentative “press release” protocol
- Jen to contact students from newspaper to be part of the committee. Possibly involvement from year book students also for photos.

We discussed the meeting dates moving forward. We tentatively discussed moving to same night as Tech committee Justin checked in with Tech committee to move their time to 6:00pm on the 1<sup>st</sup> Wednesday each month. **We will be able to meet on the 1<sup>st</sup> Wednesday MONTHLY at 5:00pm in Room. 9.**

**\*\*NEXT MEETING: Wednesday, November 4  
at 5:00pm in Room 9\*\***

