

MSA Communications Committee

Meeting Notes

November 3, 2015

Present: Jeana Albers, Mark Greseth, Markell Anderson, Justin Gehring, Heidi Bardwell, Joe Burianek, Joell Pundsack, Nick Bornt

Absent: Jen Heydt-Nelson, Jacob Jenson

Joell brought a concern with parent communication that surfaced from the parent survey. She has received comments that some parents like the email communication, but she has also received feedback that there are too many emails. Discussion around what is the best choice and protocol for emails. Joell has added subject lines to help to better communicate email content.

Group recommends that the Daily Announcements should be the first communication source for parents and students. In addition to that, as a rule there should be ONE (1) additional email per day **if needed**. Exceptions of course would be "emergency" situations. Also, Board emails and Message from the Director would be "stand alone" and not included in the ONE (1) additional email per day standard. There may be grade specific messages also, but could keep those to a minimum. Bottom line is to not send multiple additional emails everyday – this could lead to parents ignoring the communication.

Committee recommended that Joell send a note to parents/students regarding HOW communication will be coming out. There will be Daily Announcements and one additional email per day as needed. In the communication ANOTHER reminder should go to parents to SIGN UP for the Daily Announcements if they have not done so. By everyone getting the daily announcements, it will help with additional emails. Group felt that it's better to over-communicate with parents and they can decide how to manage.

PRESS RELEASES: Group discussion around several items regarding consistent press releases to develop better relationships and communication with local media. Group felt that a MINIMUM of ONE (1) Press Release per month should be the goal – can be more.

Gateway for Press Releases: All items go to Joell to have John review. Joell to send to the specific media. Woodbury Bulletin being the primary. Joell will also working on bigger "tab" items with media such as Graduation publication, etc.

The committee is hoping to work with Newspaper students to come up with monthly "news-worthy" items, WRITE the Press release according to standards and turn into Joell by designated deadline. A great learning for the newspaper students. Jen has been in contact with Michelle Kurkoski and there are a couple of students interested in joining the communications committee. (Ideas: Girls Badminton, any sports, human interest, photos etc). If the newspaper group doesn't work out, it was suggested the Shannon Froberg could possibly add a TA and that individual could be in charge of Press Release items.

Nick Bornt to visit newspaper group quickly on November 20 to see who would be willing to join the communications committee and head up Press Releases for MSA.

Heidi will continue to work with Justin and Joell on the SOP (Standard Operating Procedure) for Press Releases so that everyone is on the same page.

Justin had some communication updates for the group:

GOOD NEWS!!! As of TODAY (NOVEMBER 3) the **MSA Logo trademark certification is OFFICIAL!!!** Now the Logo should be changed from the "TM" to the "R". Thanks to Justin for getting this done.

WEBSITE UPDATE: The "ASK THE DRAGON" Gladiers Corner is up and running as of today. This is on the website as a way for students, parents or community to submit questions to John (and the Administration). Questions can be done anonymously or submitted by name. If it is a private question, it will be answered directly to the individual. If it's anonymous or a more global question it will become part of a "Frequently Asked Questions" answers. There will be FAQs for Parent, Students and the Community.

There is not an expected response time posted at this time from John. It will be interested to watch the usage and type of questions.

QUESTION for the BOARD: Do we want to NAME the Dragon Officially?? When you NAME something, bit becomes more "real" . Thoughts?

Last UPDATE: Justin generally reviewed the new phone policy effective November 12. Back to ONE school phone number with auto attendant. In addition teachers will not have DIRECT NUMBERS posted – just extensions. Teacher websites will publish extensions and emails. There is also a new voice mail for teachers to be notified through email when they have a

message. Generally there will be no cell phones for staff – with some exceptions.

Justin noted he should check in with Joell about the SNOW ALERT texting system moving into the “season”.

Quick discussion around NEW Members to the committee. If we have someone from newspaper that would be good student representation. Would like to have another parent (specifically maybe a newer parent). Be thinking of ideas for another parent to reach out to. We may need to ask as most don't just volunteer from an email.

NEXT MEETING will be Wednesday, December 2 at 5:00pm in room 9. The meeting will be meeting the FIRST WEDNESDAY each month. Please note on your calendars.

Agenda Items for December Meeting:

- Brand Standard Revisions for 2015
- Press Release Standard Operating Procedures
- MSA Face Book Discussion
- Planning for Chart of Work into 2016

Thanks to everyone!

Heidi Bardwell