

Communications Committee  
Minutes  
Weds., Oct. 10, 2018, 4:30 p.m.  
Room 10A

Members present (bold): **Cheri Howe, Jeff Eng, Rita Winchester, John Gawarecki, Christine Morrison, Joell Pundsack, Justin Gehring, Mark Greseth, Jenn Heydt-Nelson, Jessi Heydt-Nelson, Teresa Ward, Heather Krisko, Michelle McManus**

Thank you for attending and introductions by C Howe.

I. Old Business (25 min)

- A. Nominations for Chair - Cheri Howe
- B. Secretary - one person/rotating? Christine tonight. Joell will do next month.
- C. Communication Committee Responsibilities - purpose
  1. effective communication between different school related groups - will id later
  2. effective communication between school community members
  3. maintaining and updating MSA website
  4. media contact (news, stories, events) – media releases, public service announcements
- D. Update on tasks/actions from May 16, 2018 meeting:  
(social media will be streamlined and promoted)
  1. Facebook ~~Policy~~ Procedure Review - Justin - recalled meeting in June.
  2. Twitter Policy Review Are - Justin (Tom (PBIS), Emily - Guidance counselor information, Shannon (activities) Listed under parents/social media tabs. Integrated with facebook. Not integrated at this point. Justin is still checking into it. Any official accounts should be created through this committee. Justin is working to get the current accounts documented.
  3. Activities Coaching Communication Update - (Shannon and John-tabled from last meeting) Shannon/John not here -- Justin updated - emails on the activities page for most sports/activities. The goals below.
  4. Summer Goals:
    - a) Emails for all coaches/non-student lead activities - completed in July.
    - b) Skyward/Activity Rosters - coach access (Justin, Joell, Christine, Ken) Rosters not all loaded in.
    - c) Activity pages - private and standardized public - same with staff pages. Public page and private page. In progress. Justin has set up a template. Not rolled out yet.
    - d) School Messenger w/text messaging setup and in use - partially implemented. Platform for attendance, emergency closings, etc. will eventually send text messaging campaign. In progress the next 30 days). Once data is in for activities, we can have it go to specific subgroups.
    - e) Improved Calendar System for activities (ongoing?) Justin is working on integrating rSchool calendar to the MSA calendar. Working on setting up the RSS feed. Ask of Shannon - what is the criteria to get something on

the activities calendar? The committee will discuss after speaking with Shannon.

- E. Discuss feedback from individual - will review more at next (this) meeting. Relationship with AFC, news releases, etc. We will be addressing a few issues that parents have raised through email. Sending out contribution notes at a certain threshold is not necessary. Committee needs to investigate the possibility of a threshold. We need to find out if there are tax deduction issues and need to send out statements. Joell and Cheri will look into the threshold. Feedback will be rolled into the communications plan.

## II. New Business (30 min)

- A. Archiving BOD links and/or web page data (ie-dissolved committees/task forces) Cheri has been updating. Christine will create a public archive to conform to public meeting law minutes, etc. Cheri will meet with Christine during 4th period friday.
- B. Americans with Disabilities Act (ADA)/Web Content Accessibility Guidelines (WCAG) compliance (Justin) law on books that all public entities have to be ada compliant. Schools are being called school by school. A few laws are coming that may alleviate if schools do not have students that need ADA compliance. Companies are calling to "offer" to help with schools compliance. Things that can be done, putting a statement on the site, is we strive to be compliant (which we have). How much do we want to pre-empt it. We are currently adding alt tags, all pdfs, etc. Jeff Eng says we need to go deeper and look MACS/MDE for guidance before we jump into making everything revamped and compliant. We need to dig deeper and figure out if there are other options. Justin - we are making the easy tweaks. Justin wants to know if we want to get a tool to monitor this.
- C. Alumni (past student) accounts and procedures (this may also involve tech committee at some point, or the BOD) (Justin) -- still in progress

## III. Other (5 min.)

- A. Developing a communication plan - This committee is not to implement ideas, but to come up with solutions. We need to get a strategic plan together. We have growing pains. Cheri has looked at 4 or 5 other schools plans. Review the basic plan of a communication plan and integrate all the issues. Committee looked at a draft outline of a communication plan and discussed using something similar. Cheri will send out more details of the draft for review before the next meeting. We will use this for further discussion.

Our purpose will be to develop goals and when we get the new draft, we will go from there.

- B. Going forward we will use an agenda format that clearly shows assigned tasks/actions.

- IV. Next Meeting: Weds., Nov. 14, 2018, 4:30 pm, Room 10A; rest of year - 2nd Weds of each month (Dec. 12, Jan. 16, Feb. 13, \*Mar. 6 [1 week earlier due to Spring Break), Apr. 10, May 8, possibly June 12 (?)

## **2018-19 MSA Communication Plan Outline - *Draft***

1. Purpose
2. Stakeholders/Audience
  - a. Internal
  - b. External
3. Goals (List)
4. Measuring/Evaluation of Effectiveness of Communication Plan
5. Communication Tools/Channels
  - a. Electronic
  - b. Print
  - c. Personal
  - d. Other
6. Goals (in-depth)
  - a. Strategies
  - b. Actions
7. Supporting Documents
8. Contacts