

Communications Committee

Minutes

Weds., April 10, 2019, 4:30 p.m.

Room 10A

Members Present (underlined): Cheri Howe, Jeff Eng, John Gawarecki, Shannon Froberg, Christine Morrison, Joell Pundsack, Justin Gehring, Jenn Heydt-Nelson, Jessi Heydt, Teresa Ward, Heather Krisko

I. Old Business - none

II. Communication Plan

A. Goal 1, Strategy 1: Identify user group needs

1. New Family survey -- percent completed? (Joell)
 - a) Not complete, will resend to other new students and report in May
2. Teacher communication tool- update; need to coordinate teacher presentation (Justin)
 - a) At May 1 staff meeting (as part of Communication Committee dialogue), Justin to introduce proposed parent communication tool
 - b) Jessie recommended setting a character limit similar to Twitter- 250 character limit.
3. Student and Teacher Surveys -- need to get on track (input needed to begin improvements - website, teacher webpages, etc.)
 - a) Need them asap as we're closing in the end of the year.
 - b) Cheri went over the questions we developed at the beginning of this process.
 - (1) Students questions - Christine/Joell will develop student survey: getting information about events. send out April. 24, one week to respond. Due May 1. Set survey controls to avoid student misuse.
 - (2) Teacher questions - Jessie/Teresa/Cheri will develop: ask What is a good response time to parent emails, ranges? Surveying the teachers - will add to the spreadsheet, etc. by send out April. 24, one week to respond. Due May 1.
 - c) Review responses May 8 Communications Meeting

B. Goal 1, Strategy 2: Improve MSA website

1. Begin website update discussion - create a website task force (format of all pages)
 - a) Create a procedure for having people responsible for tabs.
 - b) Work this year on content cleanup, next year re-design
 - (1) Justin and Christine will narrow down categories and restructure activities and clubs to activities/athletics/performing arts, Christine will categorize and send to Justin.

- c) Content - wait for teachers and student surveys responses before moving too much content; Justin - need to view content and design to the content.
- d) Send out a Website Content Management Task Force - Justin, Christine, Joell, Heather, Jenn, other parents and teachers - 1st meeting w/b Monday after school meeting. April 29, 4:30 pm, Room 2C; cheri draft email for committee to review and put on: listserv, teacher meeting, email early week of April 15.
- e) Website editing permission - who has it? Keep it to Justin/Christine primarily. With minor editing privileges.

3. ADA compliance update (Justin) -

- no major changes in the last month.
- We need to get procedures in place to make sure everything from this point on is ADA compliant (META tags).
 - Justin will get information on how to get pdfs, etc. compliant.
- Usually starts with a request, and we will make reasonable accommodations to meet the request.

II. Next Meeting: May 8, 2019, 4:30 pm, Room 10A