

**Communications Committee**  
 Special Meeting Minutes  
 Weds., Sept. 18, 2019, 4:30 p.m.  
 Room 10A

**Members Present** (underlined): Michelle Kurkowski, Jeff Eng, Cheri Howe, John Gawarecki, Shannon Froberg, Carrie Hamm, Joell Pundsack, Amanda Stout, Justin Gehring, Jenn Heydt-Nelson, Jessie Heydt, Teresa Ward, Heather Krisko, Tammy Barnaby

Goals of the meeting:

- I. to accelerate improvement in communications specific to athletics and activities in order to provide accurate and timely information and dates by establishing who has oversight, who updates/maintains platforms and mediums: rSchool, Activities tab migration to rSchool, MSA webpage, MSA calendar[s], daily announcements; other communication avenues?
- II. To establish oversight and maintenance of communications to coaches, facilitators/advisors/volunteers/student-run organizations on regarding procedures, promotion, other? forms, open house, policies, daily announcements, posters, other)

**I. Communication Platforms and Mediums**

Platform/ Medium	Person(s) responsible for Oversight	Person(s) responsible Update/ Maintenance	Procedures in place? (yes/no)	Issues	Solutions / Deadlines
<b>rSchool platform</b>	Shannon	Shannon and Carrie	yes-written procedures	Inaccuracies - discussion: <ul style="list-style-type: none"> <li>● If we don't have home games we don't generate contracts; not all schools have contracts with dates and info that the flow to MSA and rSchool, so dates don't populate / if not on rSchool calendar it is added as a 'school event' - it's still a learning process, but how to improve accuracy?</li> <li>● Carrie gets schedule</li> <li>● Non-contract activities on rSchool can be inaccurate also</li> </ul>	<ul style="list-style-type: none"> <li>● Suggested to rely on coaches emails and not meet calendars</li> <li>● Training sessions for rSchool managers (on-site [not preferred], off site-summer) - Shannon ck into poss earlier near-by trainings</li> <li>● Shannon ck w/John re: request by a committee member to view rSchool procedures</li> <li>● Shannon- give committee members tour of rSchool at Oct. meeting</li> </ul>

<b>Activities/ Athletics webpage migration to rSchool</b>	Shannon and Carrie	Shannon, Justin, Carrie (monitor for accuracy)		<ul style="list-style-type: none"> <li>• rSchool webpages suspended after August meeting due to inaccuracies and leaders not able to access previous web pages</li> <li>• Need to have a uniform look to activities/athletics info</li> <li>• Justin - would like to link photos to each athletic area</li> </ul>	<ul style="list-style-type: none"> <li>• Suspend migration of Athletic/Activities web pages until next year</li> <li>• Justin work on activities/athletics link under Current Families Tab</li> <li>• Shannon educate athletics/activities leaders on procedures</li> <li>• Justin come up with a template for review Communications Committee at Oct. mtg.</li> <li>• Shannon get activities list to Justin for web page development/update</li> <li>• Justin validate updated emails when athletics/activity coaches change</li> </ul>
<b>MSA webpage</b>	Carrie and Justin		N/A	N/A	N/A
<b>BOD webpage</b>	Judy Seeberger (BOD Secretary)	Carrie - general BOD; Justin - Policies	N/A	N/A	N/A
<b>MSA Community Calendar</b>	Carrie	Carrie	N/A	<ul style="list-style-type: none"> <li>• Having several calendars is confusing - which one do you look at for what?</li> </ul>	<ul style="list-style-type: none"> <li>• Discuss purposes of different calendars and need for more than one</li> </ul>
<b>Daily Announcements</b>	Carrie	Carrie	N/A	<ul style="list-style-type: none"> <li>• Not all MSA community members receive daily announcements</li> </ul>	<ul style="list-style-type: none"> <li>• Change back to school registration forms to have an "opt out" option on announcements instead of an 'opt in' choice</li> </ul>

<b>Other Communications?</b>				<ul style="list-style-type: none"> <li>• Still too many emails</li> <li>• Incidents of 3-4 activity organizations sending out mass email of items that were already posted in announcements</li> <li>• Need a minimum of 2 staff who are trained/knowledgeable in MSA website use</li> </ul>	<ul style="list-style-type: none"> <li>• All committee members informally monitor number and type of emails received from perspective of parent, teacher, other staff, and discuss on Oct. Meeting</li> <li>• Justin check on</li> <li>• On the 'Communication Request' form separate the announcement and banner request from the Listserv request to avoid doubling up there. Put two tiles on teacher dashboard with these separated to avoid doubling up of the communication. Restore the Listserv option that has been removed and add the new tile.</li> </ul>
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II. Communication Roles and Responsibilities: who is responsible for oversight, updating, and management of sharing information with various groups regarding activities/athletics, making sure procedures are followed, educate groups on promoting activities (calendar, announcements), etc.

	Person(s) responsible for	Person(s) responsible Update/Maintenance	Procedures in place? (yes/no)	Issues	Solution(s) - What needs to be done?	Deadline(s)
<b>Info/General and Promotional Procedures for:</b>  <b>Coaches</b>	Shannon			<ul style="list-style-type: none"> <li>• Needs update - Can't update because leaders have all signed it (not all?)</li> </ul>	Update next year	
<b>Info/General and Promotional Procedures for:</b>  <b>Non-Coach</b>	Shannon			<ul style="list-style-type: none"> <li>• Coach's manual is supposed to be a Coach/Advisor manual but is not labeled that - comments that manual is mostly geared for athletics, not activities - Can't update because leaders have all signed it (not all?)</li> </ul>	Update next year	

<b>Activity Leaders</b>						
<b>Activity Info for:</b> <b>MSA Community</b>	Shannon			<ul style="list-style-type: none"><li>• Activities Handbook - can't update because already signed by families</li></ul>	Update next year	