

2019-2020 Communications Committee - Final Update

In addition to your regular report, please complete the following summary to be put in the Board Packet.

Name of Committee: Communications Committee
Your name: Cheri Howe
Name of the Chair: same
Usual meeting time, place or other details: 2nd Weds of the month, 4:30 pm, Rm10A
Membership: MSA administrative staff; contracted technology coordinator; interested parents, teachers, and students
Accomplishments this year: <ul style="list-style-type: none">• Completed review of parent, student and teacher surveys• Addressed areas of concerns/ideas from surveys• Rolled out Teacher-Parent Communication weekly update• Identified communication responsibilities and persons responsible (see 9/18/19 minutes)• Updated information and streamlined tabs on MSA Website• Added Distance Learning microsite and facilitate discussion on how to communicate to MSA community• Communicated email communication response time between parents, teachers and administration• Started discussion on moving to one learning platform• Improved teacher and student dashboard on website• Created and installed digital signage for activity information in several buildings• Created BOD profiles on website• Working with BOD to increase BOD online presence• Communicated information re: teacher-parent weekly update and GoGuardian info at staff professional development workshop• Delineated MSA website Community Calendar vs. rSchool calendar• Updated Facebook and Press Release guidelines• Facilitated discussion on numerous communication issues and directed to responsible entities for resolution• Initiated discussion to begin planning for what school will look like in the next school year in light of COVID-19 guidelines

Remaining Tasks	Who is responsible?	Expected Date of Completion
Meet in July	Cheri H. schedule and create agenda for members attendance	Late July
Fix teacher-parent communication weekly update - does not consistently notify teachers to complete update every week	Justin G.	By start of 20-21 school year
<ul style="list-style-type: none"> ● Add culturally relevant dates to MSA Community Calendar ● Maintain calendar 	<ul style="list-style-type: none"> ● Michelle K. and student group ● Carrie H. 	Past due goal
New parent members sign up for BOD-Communications Committee at Open House	Michelle K.	August 27, 2020 (or online if in DL)
<ul style="list-style-type: none"> ● look over the list of who is supposed to be responsible for the different sections on website and have summer meeting ● Mobile access of website ● graphic and website content updated 	Website Content Management Sub-Committee (Justin G., Heather K., Girish J.) <ul style="list-style-type: none"> ● Justin G. ● Justin G. ● Carrie H. and Justin G. 	Summer Ongoing Ongoing
All of the info about activities and website updates will be the responsibility of this group, and they will report progress at Communication meetings. <ul style="list-style-type: none"> ● rSchool issues 	MSA Activities/Website Communication Sub-Committee (Shannon F., Carrie H., Justin G.) <ul style="list-style-type: none"> ● Shannon F. and Carrie H. 	Ongoing
<ul style="list-style-type: none"> ● Fix non-functional digital signage ● Install digital signage in all buildings 	<ul style="list-style-type: none"> ● Justin G./ Computer Club ● Justin G. /Computer Club 	Past Due Ongoing

<ul style="list-style-type: none"> ● Update electronic messaging screens ● Staff biographies on website - who responsible to signal updating and monitor updating 	<ul style="list-style-type: none"> ● Carrie H. ● ? 	Ongoing annually
BOD Communication improvements <ul style="list-style-type: none"> ● Automated chatbot - explore/share results ● BOD Blog - explore/share results 	<ul style="list-style-type: none"> ● Justin G./ Computer Club ● Justin G. 	Past Due Past Due
Create an online MSA room/space reservation form	<ul style="list-style-type: none"> ● Justin G. and Kevin L. 	Past due
Brainstorm ideas and develop a global external communications guideline plan to communicate to the MSA community (delayed due to COVID-19)	<ul style="list-style-type: none"> ● Communications Committee 	Begin discussion next school year
Create a video conferencing best practices document for teachers/students expectations during distance learning	<ul style="list-style-type: none"> ● Justin G., Heather K., Michelle K 	Before next school year?

Any other important information that you think the Board needs to know?

- Many of the issues brought to the Communications Committee would not be necessary if entities responsible for the issues resolved them in an efficient and timely manner
- The Communications Committee is one of the few BOD committees that has a good representation of parents and teachers to help resolve community communication issues
- The BOD should reflect on the purpose of the Communications Committee (and all Committees) and provide direction as it moves forward into the next school year