

Communications Committee
Agenda
Weds., Dec. 9th, 2020 4:30pm - 5:30pm

Meeting ID/Password: <https://zoom.us/j/92905975979?pwd=Nzd1TS9vV2dEcExXeFBhN3I5ZGJpUT09>

Present (underlined): Tammy B., Maggie B., Shannon F., John G., Justin G., Carrie H., Jen H., Jessie H., Cheri H., Girish J., Heather K., Amelia L., Michael L., Shannon M., Joell P., Mariah S., Amanda S., Teresa W.

Purpose of Committee

1. to create and maintain procedures and guidelines relating to MSA's branding, marketing and external communications.
2. to ensure the effectiveness of communication between different school related groups.
3. to ensure the effectiveness of communication between school community members.
4. to review MSA website components for accuracy and standardization.

I. On-line Press Release Guidelines Update (Joell)

- Joell has not formed a sub group yet, but she is wondering whose job it will be for media release. Cheri has looked at the website and she is concerned that we are missing opportunities because media releases do not seem to be assigned to anyone
- John says historically press releases have been left up to the activity advisers. There is no one designated person. For example, Mr. Johnston is the chair of AFC, so he would be responsible for press releases for Give to the Max.
- We need a list of publications that are available:
 - Woodbury Magazine is a paid publication--we have to pay to publish an article.
 - MSA Facebook is a free option. We have learned that Kare 11 is looking and makes inquiries. We also have a MSA parent Facebook page.
 - We need to find a way to get to the broader community also.
 - Girish also recommends that we find a way to use hashtags properly in Twitter and encourage people to follow the hashtags. Justin says Twitter can be mirrored to Facebook.
 - Woodbury Patch is a possibility for publishing student recognition (e.g., Honor Roll).
 - Pioneer Press should also be utilized.
 - We will continue to look for online publication possibilities.
- Joell will be working over break and looking for a way to encourage parents during Open House to connect to MSA community news platforms.
 - Joell will do research, but we need people who are in charge as the overseers of communicating with the broader community.
 - Heather asked if it makes sense for the people in charge of the website areas/tabs to also be in charge of the press releases.
 - For example: Emily and Kirstin should be in charge of academic news releases; each coach or advisor would be in charge of their specific sport or activity releases and Shannon would be in charge of any releases that are multi-activity or multi-sport.

II. Create procedures for website change

- A. Flow Chart: Heather has made a flow chart re: minor, moderate, and major changes that need to be made to the website based on our meeting last month. The document may be altered to readability, but the flow will remain the same.

https://docs.google.com/document/d/1vTPJ4yNrFetDgFgi1JLe3m-X-mmR4wHyPyd35TNz2_Y/edit?usp=sharing

- B. Responsible Party for Tabs--We will table this for the next meeting (January 13th @ 4:30 PM) since Shannon and Carrie are both not able to be in attendance today.

Next meeting: Wednesday, Jan. 13th 4:30-5:30pm