

Communications Committee

Agenda

Weds., Feb 10th, 2021 5:00pm - 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.
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- I. Opt in/out options at MSA for communications (brought up at the end of Jan meeting)
 - II. Partial In-Person Learning - update from COVID Liaison team - when will info be available for communicating with families? E-mail, announcements, website? Can any info be added to the Semester 2 Learning tab now?
 - III. Communication with Parents - parent comments (non-edited)
 - A. Problem: Parents are required to make a trip to MSA to pick up materials/books/laptop exchange (often during "working hours" for many working parents), but parents are not included in on the emails. The emails are often only sent to the students (most of which are unable to drive). This will vary, depending on the teacher/staff (very few include the parents, most do not include the parents). MSA is often relying on the kids to tell the parents that MSA is requiring parental time and involvement in making a trip to MSA (usually during working hours). This can not happen without parental time for vast majority of kids who are not driving. This can be an inconvenience for parents, especially working parents and those who do not have flexible schedules. Proposal: All MSA staff should include both parents and kids on the emails when extra parental time is required/needed for parents to make a trip to MSA for materials/books/laptops pickups/dropoffs, especially (but not limited to) when it requires this during the weekday (which is during many parent's working hours).
 - B. I talked to a few of my (MSA parent) friends, and we definitely are left with the impression that MSA doesn't want our feedback. The argument over bombarding parents doesn't make logical sense to me, as the parent can easily just disregard the survey if they are truly feeling overwhelmed (and we haven't had a survey since October - over 3 months ago!). It gives the impression that MSA doesn't want our feedback.
 - C. Is Ask Glaedar being kept up? Parents have sent questions and no answers have been given in the announcements...are you receiving questions?
 - D. Will lunch hour with the Director continue?

Additional Info/Updates from Committee Members:

- The Cottage Grove Journal is the local Cottage Grove paper and it has a Facebook page and website. Cottagegrovejournal.news

Next meeting: Wednesday, March 10th 4:30-5:30pm