COMMUNITY COMMUNICATIONS COMMITTEE (CCC) MINUTES

Date: June 5, 2019
Time: 3:30-4:30
Facilitator: Amy Watkins

In Attendance

Attendees: Ariana Dingman, Barbara Goodman, Peggy Kelland, Daren Lolkema, Linda Rappaport, Eileen Scholes, Amy Watkins

Public: Marie Johnson

Unable to Attend: Maureen White

Approval of Minutes

A motion was made to approve the minutes from April. All approved.

Acknowledgement

Committee members recognized outgoing Chairwoman Barbara Goodman for her service and thanked her for her valuable contributions.

Discussion

Ariana Dingman asked if she could share a mock brochure she had created to help new families navigate the applications the District uses including Parent Portal, FamilyID, Blackboard, plus other information that may be helpful for parents. The committee liked the concept and will move forward with developing the brochure.

Ariana Dingman then shared suggestions for the web pages that may improve the viewer's experience. Several of the recommendations would require the use of a new template not available through Blackboard. The committee discussed if shortcuts could be developed and perhaps added to the current decision. When talking about which page a parent visits most frequently, the District or the school, Ariana shared she typically only looks on the school's website.

Barbara Goodman suggested we recommend to the Board of Education that money be allocated to get a new website/template. Daren Lolkema suggested we spend next year identifying what information parents have difficulty locating. He explained the technical challenges that exist with the template used for the District website. Daren also offered

some suggestions about how to edit the existing red bar to have it more closely resemble the visuals presented.

Barbara Goodman had reviewed the Staff Resources Channel from the District web page. She shared that she prefers the icons used in the platform adopted by the Newburgh Enlarged City School District. She logged into her teacher account to show the committee the platform. This would be an additional cost to the District. Ms. Goodman explained the Launchpad platform used in the Newburgh School District means once students and teachers sign into the platform, they sign-in to all websites used for the district. The cost of this platform was estimated at $30,000 and Ms. Goodman felt it should be considered by the appropriate committee.

Ms. Goodman congratulated the incredible depth and richness of the Business Department offerings. She was particularly pleased with the way business courses can satisfy additional academic requirements, helping to make the WCSD welcoming to all students.

Ms. Goodman also shared that the WCSD Leading and Learning Together website is SUPERB. It is concrete, concise, eminently usable in the classroom, and easy to negotiate. She suggested adding the word *Classroom* before *Leading* to make it clear what the website is for. This will be shared with the Director who designed it.

Ms. Goodman also provided a list of questions and feedback based on her review of the Staff Resource websites that did not require a log in. These will be share with the appropriate individuals for review.

The committee recommended that all schools maintain the same order on the blue channel bar so that it would be more intuitive for parents of students in multiple schools. It was suggested the red global bar be reviewed to identify icons that could be changed or deleted for a cleaner look.

Peggy Kelland shared her suggestions for the areas of the website she reviewed. She reported that the Board of Education website was well-organized. She felt provided the following feedback on several other web pages on the District page.

•   Under Curriculum and Instruction/WCSD Elementary Science and Social Studies Initiative: The PowerPoint linked did an excellent job describing the changes in Science, but needed more detail in social studies, i.e., inquiry-based units (K-6) are referenced but not defined.

•   For links such as this, a date should be provided on the title slide. Once it is no longer current, it should be updated.

•   Under Facilities and Operations/In-House Projects, the slide show needs to be updated with the latest projects.

- Under Food Service is the District allowed to display the Board's Head logo? The concern was specifically about whether displaying it may be a legal matter because it could be considered advertising.

- Under Human Resources/APPR Data: Is there a way to reduce the length of the posting or breakdown the text by adding bullets to make it easier to read.

- Under Technology Support Services/Technology Integration, the text on this page is lengthy. Is there a way to break it up to make it easier to read? It is not intuitive that links are accessed by clicking on the upper right-hand corner.

Amy Watkins shared the survey the District conducted last spring asked respondents "How could the District website be improved for your use?" and "How could your School's website be improved for your use?" Typical responses were to update it more frequently, not sure to no changes. Several comments were specific to their child's building, not the District's pages.

The next meeting will take place in the 2019-20 School Year

TBD | 3:30-4:30, District Office Multi-Purpose Room

The District Clerk will post an announcement inviting community members to apply once the Board members for each committee are determined in July.

Motion to adjourn was made at 4:50 p.m.