

COMMUNITY COMMUNICATIONS COMMITTEE (CCC) MINUTES

Date: January 22, 2020

Time: 3:45-4:45

Facilitator: Amy Watkins

In Attendance

Attendees: Marie Johnson, Daren Lolkema, Michael Lopez, John Lumia, Jessica Theiss Brannen, Amy Watkins

Approval of November Minutes

The committee unanimously approved the November minutes.

Discussion

Ms. Johnson shared the updated Charter Goals for 2019-2020 that were approved by the Board of Education in December 2019.

Mr. Lolkema encouraged the committee to establish an updated communication plan.

Discussion began on how the District could make the District calendar friendlier for the individual user. Dr. Watkins reviewed the types of events that are placed on the "District Calendar" versus the "Building Events Calendar"

- District Events Calendar includes:
 - Events that pertains to all K-12 families
 - District-Wide events such as Board of Education meetings
- Building Events Calendar includes
 - Any event placed on an individual school's calendar that is "copied" to the Building Events calendar. The purpose is to eliminate parents having to search multiple schools' calendars to identify what is scheduled.

Ms. Johnson asked is District Committee meetings could be added to the District calendar. All District Committee Chairs will be asked to have their meetings posted to the District calendar at least seven days prior to the meeting. The District adheres to the Open Meetings Law which requires 72 advance notice. Many are posted earlier when possible on the Board of Education Committees page and District calendar.

It was discussed again that a video may be helpful to post on the website to help parents learn tips to navigate frequently visited areas. Dr. Watkins said she would update the video she posted three years ago and publish on the District website under Headlines.

Discussion continued to the layout of the District website and how easy it was to navigate. The survey produced mixed results on ease of use and seems to be user-driven. Time was spent

navigating various website templates, but ultimately, to improve ease of use, the content on the web pages needs to be weeded for information no longer useful.

Mr. Lolkema shared that we have been speaking to Syntax Communications regarding the services they provide to school districts related to communication. He suggested that we schedule a time to have a conference call with them to allow the members of the committee to ask them questions about their services.

The next meeting is scheduled for 2/14/2020 | 10.30-11:15 a.m., District Office Multi-Purpose Room

Motion to adjourn was made at 5:00 p.m.