

Aug. 28

PRESENT: Mrs. Drummond, Ms. Hardiman and Mr. Piliouras

ABSENT: none

ALSO PRESENT: Ms. Makris, Ms. McNamara, Ms. Zimmerman

Mrs. Drummond called the meeting to order at 7:00 p.m.

CALL TO ORDER

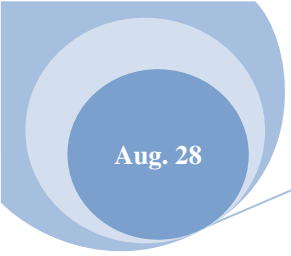
1.) Review of a draft charter

DRAFT  
CHARTER  
REVIEW

Review of a draft charter was undertaken. It was noted that Ms. Zimmerman and others had pulled together a different draft document to assist the committee, but it wasn't available for review at this meeting. The Committee agreed that the District needs a better understanding of "how can we best tell our story" and that would be the premise under which we would operate. To do this, we need a better understanding of what's already done, with what technologies and staff, and where are the gaps.

The group discussed how can we get a better understanding of what are the Frequently Asked Questions (FAQs) asked in the school main offices and how can we better get that information out. We talked about doing a survey of school office staff, or inviting someone from a school main office to join the committee. Additional membership suggestions included: non-informed parents (perhaps parents fairly new to the schools); union representatives from the various unions because there are great stories to tell about the teachers and bus drivers as well as better assisting the front office staff. We can tell a great story about all the experience our drivers and cooks and teachers have. Representatives from a few of the school buildings including principals and whether we want to encourage our principals to undertake writing blogs; Central Office Staff; Fine Arts Department staff – as they already prepare the WCSD on the Air program each week; PTA Council as they host great events and often need to get the word out; transportation department representation as many questions arise on transportation issues.

It was agreed that some kids are terrible carrier pigeons and to rely on kids to get the message home doesn't always work.



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2.) 2013-14 Meeting Schedule

SET MEETING  
SCHEDULE

It was agreed that the group needs to do more work in the beginning of the year to better understand what we have before we can make recommendations.

Next meeting was set for Thursday, September 12<sup>th</sup> at 7 p.m. in District Offices. Daren Lolkema would be invited to talk about his resources in putting together the District's website and keeping it updated.

ANNUAL  
MEETING  
SCHEDULE

Additional meetings were scheduled for Tuesday, September 24<sup>th</sup> at 7 p.m. in District Offices and Monday September 30<sup>th</sup> at 7 p.m. in District Offices. It was recognized that the beginning of the year would be difficult for a regular schedule with all the start of school events.

Melina Makris offered to to serve as the official note taker for the group and her offer was greatly appreciated.

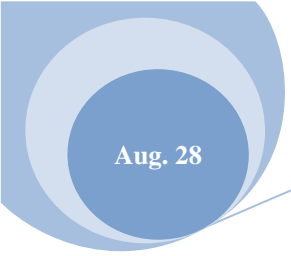
ADJOURNMENT

Meeting was adjourned at 8:05 p.m.

Respectfully submitted,

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Norma Drummond  
Committee Chair



Aug. 28

## Public Relations Committee Meeting