

COMMUNITY COMMUNICATIONS COMMITTEE (CCC) MINUTES

Date: February 19, 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, Maureen White

Public: none

Approval of Minutes

Maureen White made a motion to approve the minutes from January. Ariana Dingman seconded the motion. All approved.

Discussion

Barbara Goodman reviewed how multiple surveys were sent out from the Board of Education at the same time last year. Sharing the charters from each Board of Education committee and BOE policy 2250 with the CCC members, it was discussed that the communications committee should have the opportunity to review surveys being considered from other BOE committees. Additional discussion reviewed the process of committees recommending action to the Board of Education and the Board of Education then approving committee recommendations before district staff be assigned additional work.

Review/Feedback on Communications Survey

After having time to further review the feedback from the June 2018 Communications Survey several areas were highlighted to focus on for the 2019 year.

- Designing a form that explains to parents the various tools the District uses and their purpose. (e.g. Family ID, Parent Portal, Blackboard, Website, Mobile App)
- Reviewing the website to identify information that needs to be more accessible, removed or updated. How can information be prioritized? Look at our social media feed to see what types of stories are currently shared. What would we like to recommend seeing more on social media? Committee discussed encouraging staff to add to social media.

- What recommendations does the committee have moving forward regarding paper flyers? 81.5% reported preferring electronic communication to paper in the Communications survey. Cost benefit of paper reduction was discussed.
- How can the calendars be more functional/more clearly explained on the website?

Next Meeting

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

Motion to adjourn was made at 4:35 p.m.