

Tuesday, October 28, 2008
6:00 P.M.
MUM Thesken Hall Room 5

Communication Committee

MINUTES

Attendance:

Debbie Alberico, Celeste Davis, Rob Stamper, Torri Colts Janet Sauter

- I. Meeting called to Order by Debbie Alberico at 6:00 PM
- II. Approved Minutes from August 19, 2008 meeting.
- III. Old Business
 1. Reviewed the District Strategic Plan Template regarding communication between parents, students, and schools
 2. Discussed using the results from the customer satisfaction survey to prioritize communication planning. Torri said that she was not at the meeting when the results were discussed. Debbie will send her the executive summary.
 3. Regarding the part of the Communication Part of the Plan that addresses Internal and External Communication.
The committee thinks that it is essential for each teacher to have a web page to enhance parent / teacher communication. Not many teachers have web pages now. The committee suggests that Debbie attend staff meetings and demonstrate, to teachers, how easy it is to create a web page.
 4. The fourth agenda item was to discuss notes taken at the Board Presentation in August. These notes were ideas or concerns that the Board members wanted to share with the Communication Committee. The list was extensive and we began to review each item. We will continue to discuss this list at the next meeting.

The Board comments / questions we discussed and brought to closure:

- Would the Communication Committee let the Board know when it feels we should repeat the satisfaction survey?
 - Discussed use of customer satisfaction surveys and how often these should be done. The surveys are used as a tool to help set priorities for the district as well as the Communication Committee. Also, we discussed

budgetary issues with this survey initiative. It was decided that the Communication Committee will let the Board know when another survey should be done.

- Include on website that if others have input for the Communication Committee, please contact Debbie Alberico.
 - Yes
- Do list the 4 working committees of the district on the website and the individual names of all members. This will allow citizens to contact members they might know with suggestions, etc.
 - Yes
- On the website there should be one calendar with dates and events all integrated.
 - Yes, there is.
- “C notify” should be used to let users of the website know about special events such as “This Wednesday is early dismissal. All schools will be released one hour early.”
 - CNotify can only be used for subscribers of the product. All parents and employees are subscribers.
 - We should be careful of “Message Fatigue” which is an actual syndrome, known to the public relations professionals when too many messages are sent via one channel.
- Website should also include a list of community activities that the District Office supports such as Debbie Alberico is working to help Middfest.
 - The listing is on the Communication / Community relations page
- It was recommended that the Communication Committee invite someone from the Chamber of Commerce to one of our meetings to discuss Chamber ideas for our website.
 - The committee has Chamber representation via Chris Fiora and Pacey Mindlind.
- For years our district had a PTO volunteer recognition program. Could the Communication Committee implement this kind of program again to recognize the value of volunteers? This would also add to the perception that the Board, PTOs and volunteers are working together.
 - The committee believes that it is more appropriate for the HR office to coordinate volunteer recognition programs than the Communication Committee.
- Is there a way to get on different agendas of other community organizations so they know what we are doing on our website, that we can add their link to our site, etc?

- Rob Stamper, and Torri Colts agreed to present the web site to the City Council. The date is scheduled for Dec. 2. Debbie, Rob, Torri, and Celeste and currently working on planning the presentation.

IV. New Business

1. Discussion also included if PTO's can have a website to post information. Debbie said that they could but the content would need approval by the building administrator.
2. We also discussed who critical stakeholders are related to communication planning. Debbie asked those present to let her know who else needs to be included in our discussions and planning. Are there opinion leaders? Are there key community leaders we should add to our committee? Debbie wants this kind of input from us at anytime.

V. Adjournment was at 7:10 PM

Respectfully submitted,

Janet Sauter