

## Communications Committee Meeting Minutes

Thursday, February 2, 2017

In Attendance: Barbara Kingsley, Mal-Lee Gong, Carlos Wampler, Brittani Hanna, Kathy Hewitt, Todd Orner, Dr. Redding

### Old Business:

The FirstClass drop box is now set up. We've received several submissions to date. The information is then distributed to Facebook and to parts of the district website. Brittani Hanna is working in her building to spread the word.

### New Business:

Andrew Robinson replaces Barbara Kingsley as the communications coordinator for the district. He will finish out her term until June 30th, 2017. In the meantime, the future of the role will be determined.

So far, Andrew has met with the secretaries and a few of the principals of each building to establish a working relationship with them and to encourage an open and transparent dialogue.

List of Key Communicators list is now updated. Letters were sent out, encouraging people to come to the middle school Wednesday, February 8th to meet the two new prospective candidates for district superintendent. The committee says the work with the communicators will continue. While the list wasn't used for a while, plans are to keep it updated moving forward.

Mal-Lee brought up about advertising in the *Gettysburg Gazette/Maroon and White*, specifically promoting the horticulture and strawberry sale. Due to the nature of online paper, it was decided not to get involved with online advertising. It's free and does not cost any additional money to advertise online. Instead, it was decided that the information can be dropped in the district news dropbox and distributed on our Facebook page and website.

The fall sports review is ready for the high school newspaper. Mal-Lee didn't want to publish it so close to the spring sports preview. She will send to Jeff Williams. It's ready to go to press.

There is a potential name change underway for *The Maroon and White*. The students came up with *The Gettysburg Gazette*. The students did research and found out there was a public paper back in the 1800s with the same name. Larry suggested adding a blurb saying it was formerly known as *The Maroon and White*. Carlos brought up that a few copies should be printed and distributed around the area for people who prefer to read an actual paper and to reach all avenues. Mal-Lee will bring this up to her students for discussion.

No action was taken on the district wide communications plan. Intentions are to have Julie Myers attend the March meeting and expand her thoughts on the plan she put together.

The description of the communications and community relations consultant job was reviewed. Todd suggested a more direct approach to the function of the job. He said it's not being proactive but is the expectation of doing it. It was also suggested to take out. Since the main function of the job is to communicate with the community, everything else could be taken out of the function and put down into the performances.

It was also suggested that this person be the manager of the website and the technical parts of the site would still go to Jeff Williams.

Carlos suggested to create a stylebook of how things could look when it's on each of the sections of the website.

Another responsibility of the position could be live streaming, especially at board meetings. This is something that could go hand-in-hand with Ray Gouker's media classes to have them help out on a few projects for the district as well. The district does have a "The Cube" account.

There is no longer a hyperlocal radio station. PSA's could still be developed and sent out online. It was decided to remove contacting radio stations from the description.

Work with the superintendent to update the district brochure and the District Report Card.

A wording change, this position does not help edit the Handbook, rather they help with building the yearbook and supplying photos when needed.

This position would also interact with the Key Communicators within the district.

Andrew brought up the addition of a blog/press tab on the website to keep everything that this person puts out all in one place where people can access it with a few clicks, rather than scrolling on Facebook to find what they're looking for.

Additionally, the position would assist the GAEF with their public relations efforts and build a network with the staff to encourage an open and transparent dialogue.

Andrew also brought up Carlos' idea of having a promotional created by this position for the district that could be shown in various formats and edited for various events to showcase what the district does and what it has to offer.

The next meeting is Thursday, March 2, 2017, 3:30 pm.

Adjourned 4:51 PM,

Respectfully submitted,

Andrew P. Robinson