

Communications Committee Meeting Minutes

Thursday, March 2, 2017

In Attendance: Jeff Williams, Mal-Lee Gong, Carlos Wampler, Kathy Hewitt, Todd Orner, Dr. Larry Redding, LeAnn Deardorff and Andrew Robinson

Old Business:

Maroon and White - Larry met with Mark Blanchard at the High School and they decided that it would be best to keep some version of the student newspaper in a physical format. Todd was in favor of discontinuing the printed version, however, giving it a proper burial. Carlos was not in favor of discontinuing the printed version. Either was Andrew who said newspapers are still being printed and it would be best to give the students a well-rounded experience on how the industry works even though it's rapidly changing.

It was decided that the the newspaper will be printed once each semester, with the help of the communications coordinator. The coordinator will work with the journalism teacher to achieve the printed goal. It will now be more of a PR piece that is distributed to area businesses - like the retirement home across from the high school, for example.

The online work for the *Gettysburg Gazette* will also continue in its current state. There was one change - the communications coordinator will now be responsible for uploading this to the district website.

The paper will be printed on a single front and back tabloid-style page. As the idea progresses, Mal-Lee would like to see a vision/mission for the printed edition. The committee doesn't just want a repeat of the *Gettysburg Gazette* articles.

Mal-Lee would like a printer in her classroom.

Job description — There were several changes and additions made to the updated job description. The work on this will continue into the next meeting. Website management and a few other responsibilities should be moved to the top.

Updated function: To communicate with the community to support initiatives and activities that enhance the relationship between the district and its stakeholders.

In conjunction with the communications committee, the PR person will help develop a proactive and comprehensive communication plan for the district.

Andrew will meet with Jeff to see what duties he can take off of Jeff. Jeff will handle the technical side and Andrew the content side.

The last few bullet points also need spelled out some more. This is tabled until the next meeting in April.

New Business:

Andrew's Report - Andrew met with all of the schools within the district in some capacity since starting the position. He's visited each of the schools multiple times for either meetings with staff to learn about upcoming events or to gather materials to distribute.

Andrew covered DEAR Day at Lincoln, spoke to journalism students in Mal-Lee's class and captured Groundhog Day at Franklin Township Elementary School - to name just a few of the projects from February.

Andrew has also began working on several parts of the district website making sure everything is more succinct and filling information where it may not have gotten added from the website transition from old to new. Some examples include making sure all of the pictures are the same size and the addition of the press tab which keeps the community and local media in the know about district happenings.

Andrew began working on a style guide for posting to the district website to keep everything uniform. This is in progress and a draft will be available at the next meeting.

The Alumni Spotlight Facebook page has been brought to life again. We have received a few submissions.

Andrew live-streamed the superintendent candidate interviews and received lots of positive feedback from the community who could not attend. Each video received several hundred views. This is something that we will continue in the future in a larger capacity. The goal is to live stream all of the board meetings.

Andrew is scheduled to attend the PenSPRA conference at Shippensburg University on April 7th.

Website concerns - A parent was concerned with not being able to find information on the district website. As of this publication, quick links to all of the schools have been added to the main page of the website and a "tip of the day" was instated to help people navigate the website easier.

Welcome activities for the new superintendent — The committee would like to set up two welcome events for Dr. Perrin. One of those events would have him meeting the key communicators of the district and the other event would be for the community to meet him. Todd is thinking of having something more along the lines of a tailgate or a carnival theme for the first home football game where all of the schools, sports and activities could be involved.

The key communicators event could be a luncheon, where they would come and give their expectations of Dr. Perrin and he could give his to form two-way communications between them and him. Todd also brought the idea of doing a mixer event with the chamber. These ideas are still in discussion.

The next meeting is Thursday, April 6th, 2017 at 3:30 pm.

Adjourned 4:33 PM,

Respectfully submitted,

Andrew P. Robinson