

Communications Committee Meeting Minutes

Thursday, April 6, 2017

In Attendance: Dr. Larry Redding, Mal-Lee Gong, Julie Myers, Jeff Williams, Carlos Wampler, Kathy Hewitt and Andrew Robinson

Old Business:

Maroon and White - Issue of Gazette coming out next week. As far as Maroon and White, a May “unveiling.” Dr. Redding is scheduled for an interview and additionally, will write an article for the first issue of the new Maroon and White. Dr. Perrin would be the request for the feature writer next year. No printer for Mal-Lee’s classroom.

The district is trying to reduce paper. Mal-Lee will receive training on a program that will help students better edit their articles.

District Wide Communications Plan Goals - Discussion/ Final Revisions -

Julie Myers addressed three goals. Didn’t see anything that needed to be changed - just in addition to what is already there.

These goals acknowledge things that are going well and continue with those things.

Communications and Community Relations Consultant Job Description -

Final Revision - Approved after a few changes are made to the description. Jane Collins will update these changes and send out the final version.

2017-2018 School Year

- Larry recommended offering Andrew Robinson a contract for the 2017-2018 school year.

Website

- For the website, Andrew will change “select a building” and add quick links to all of the schools.
- Dedicated Music Icon and Web Page Request - Andrew and Jeff will work on this and will come back next meeting with more details

New Superintendent Welcome Activity Plans - Get input from Dr. Perrin in before anything is finalized for the welcome activities. Carlos will reach out to Dr. Perrin for ideas.

New Business:

Andrew's Report - March was a busy month! During the beginning of the month, I attended an event at Franklin Township for Read Across America Day and to celebrate Dr. Seuss's birthday. I read to students in two different classes and took photos for the district website and newspaper.

I met with Emily Knowles-Kellett regarding the service learning initiative going on at GAMS and to go over the results of the service fair. I prepared a press release for this that was sent to the newspaper and published on the front page on a Saturday edition.

Another exciting program going on within the district is the Fresh Fruit and Vegetable Program. I attended this at James Gettys and got lots of good photos and videos. I made an interactive website on this. The link can be found on the district Facebook page. I worked closely with Sandy Weikert on this project and we gathered spoke briefly about working together for future projects. This is a great program and one of the handouts Sandy gave me mentioned that since it is a federally funded program, they would like us to help spread the word.

I met with Mal-Lee this month to go over some details regarding the printing of the *Maroon and White*. We are looking to have this ready to go at the end of this month for printing early in May.

While attending her class, I also watched a presentation from a representative from West Virginia University who was there to speak about their extensive journalism program.

I met with Lisa Gormley and the Best New Artist team at the high school for the Hybrid Learning Institute awards. I took pictures and gathered information to prepare a press release, which was sent to the newspaper. I also set up a time to come to Lisa's classroom to record an interactive video with the students who are completing the Hybrid Learning Institute program.

Additionally, I went to two faculty meetings this month to go over the FirstClass drop box. We have seen a decline in submissions over the past month. I know it is a slow time of year with preparing and taking PSSA tests but I am hopeful that it will pick up as the year comes to a close during field trips, field days, etc.

I urge all teachers and faculty to invite me to their classrooms or buildings for events. I am happy to come out when it works with my schedule — and it usually does because I am flexible.

Andrew presented a style guide for the website and requested any feedback from the committee.

Andrew mentioned that the Facebook page is doing well, with an exponential number of new likes through the use of video on the social platform.

Andrew and Jeff will look into improving the live stream of board meetings.

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

2017-2018 District Budget Fast Facts - Carlos brought this up as something to distribute to the public and to prepare these very budget year with the business office. Carlos will consult with Larry and then go to the business office to have the facts updated. The presentation can be sent to the public through the committee as an easier way to understand the budget.

Electronic School Sign in front of Administration Building - Discussion - Kathy thought maybe we should look into temporary signs instead of an electronic school sign. We would have to work with the township to see what the ordinances are and that could be a drawn out issue.

There is a sign by the middle school - it's wooden that displays motivational messages. The question was raised as to if the Administration Building is the best place to put the sign.

Discussion will continue as everyone thinks about identifying the need for the sign.

The next meeting is Thursday, May 4th , 2017 at 3:30 pm.

Adjourned 4:54 PM,

Respectfully submitted,

Andrew P. Robinson