

Communications Committee Meeting Minutes

July 25, 2018

Present – Brittini Hanna, Kathy Hewitt, Jason Perrin, Kathleen Pratt, Andrew Robinson and Carlos Wampler

Excused – Mal-Lee Gong, Jeff Williams

Absent – LeAnn Deardorff

- **Committee Reorganization and Repurposing** (*Kathleen*)

- **Committee Purpose** – (Discuss and Finalize) Families in the Gettysburg area have a choice of where to send their children to school. We believe the Gettysburg Area School District is the superior option for families desiring a professional, robust, well-rounded publicly funded education. The Communications Committee recognizes the role of the full time Communications Coordinator and does not intend to duplicate those efforts but support those efforts and become a conduit of communication between the board of school directors and the community.

Dr. Perrin added that the communications committee would serve as a sounding board for various projects/initiatives with Mr. Robinson/communications department.

- **Committee Membership** – No change
- **Role of full-time Communications Coordinator** – Ms. Pratt suggested that in Dr. Perrin's weekly report to the board of school directors, there is a consistent update from the communications coordinator. The committee noted that Mr. Robinson is under the direction of the superintendent.
- **Agenda Format** – Ms. Pratt has partnered with the superintendent and the communications coordinator to develop the quarterly meeting agenda.

Old Business

- **Results of Communications Efforts**

- **Communications Survey Results (Andrew)** – Please refer to the attached document. Mrs. Hewitt brought up her three big takeaways which included the calendar, athletics and forms as areas in which most people shared their thoughts. The district and school calendars are now through Google. This is being pushed out gradually and will be communicated to the district and community once everything is in place.

Ms. Pratt looked for repeated comments. The strong demand for our mobile app was one thing that stood out. Another piece of the survey that stood out to Ms. Pratt was about all of the social media platforms that we use and noted there is demand for this. She stated that it will be important that electronic communication pieces are optimized for mobile. Ms. Pratt brought up about social media pages and whether they are regulated or not. Kathy will look to see if there is a policy on this.

Dr. Perrin said a part that jumped out to him is the correlation between the percentage of people who rarely use the website (34%) but 195 out of the 556 (35%) people who responded to the survey said they use the website to receive most of the information from the school district. Dr. Perrin concluded his thoughts by saying we will do what is reasonable and sustainable moving forward in regards to acting on the open response section of the survey.

Ms. Hanna mentioned that one thing she took away is that people want information tailored to them. It's not always easy to tailor to each person but we strive to do our best.

- ***Maroon & White, June Issue*** – Dr. Perrin mentioned that the *Maroon & White* should be something that is delegated to the communications department. Whether it continues or is ended would be up to Mr. Robinson. The committee agreed.

- **Ongoing Communications Efforts**

- **Website Updates (Andrew)** – Several changes have been implemented on the website over the past several months since the committee last met. Some of the changes included: cleaning up the homepage by organizing and deleting quick links, adding contact us and tip line buttons, adding *Around the District* section on the homepage to showcase stories of success and more. The *New Residents* tab is also now live. It features information pertinent to folks moving into the district with kids. This section will continue to expand over time with a new addition of virtual building tours coming in the fall. Several other pages have also undergone updates for cleanup, to comply with regulations and to prepare for the upcoming school year. The district digital calendar is now being implemented through Google. There is also a section on the website now where community members can sign up to receive news about the district and upcoming events.

- **Communication Products / Projects in Cycle**

- No agenda item this meeting

New Business

- **New Communications Initiatives**

- **Integrated Marketing Communications (IMC) Plan (Andrew)** - Earlier this year, Ms. Pratt proposed the creation of a district IMC plan. Unfortunately, due to Mr. Robinson's restricted hours at the time, creating the plan was not feasible. Now is a good time to review the document. Mr. Robinson said that this process will move forward.

- **Possible Initiative for Committee**

- **Board Ambassadors (to replace Key Communicators) (Kathleen)** – This is something that came together by Ms. Pratt and Mr. Wampler. It's about building sustainable bridges with the community. Interested board members would visit organizations and groups to share the district's vision and good news with them. Mrs. Hewitt mentioned that the people who are doing the "good news" should be the ones to present this to the organizations and groups. Mr. Wampler said that this would also be a way to say thank you to organizations who support the district and students of our district. Ms. Pratt asked the committee to think about this for future discussion.

Meeting Adjourned: 5:28 p.m.

Next Meeting: Wednesday, October 24, 2018

Respectfully submitted,

Andrew Robinson