

GASD Communications Committee

July 25, 2018

Agenda

- **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
 - Committee Membership – No Change
 - Role of full-time Communications Coordinator
 - Agenda Format

- **Old Business**
 - Results of Communications Efforts
 - Communications Survey Results (*Andrew*)
 - Maroon & White, June issue
 - Ongoing Communications Efforts
 - Website Updates (*Andrew*)
 - Communication Products / Projects In Cycle
 - No agenda item this meeting

- **New Business**
 - New Communications Initiatives
 - Integrated Marketing Communications (IMC) Plan (*Andrew*)
 - Possible Initiative for Committee
 - Board Ambassadors (to replace Key Communicators) (*Kathleen*)
 - Open Discussion on New Ideas
 - Quarterly Meetings on 4th Wednesdays at 4:00 p.m.
 - July 25, 2018, October 24, 2018, January 23, 2019, April 24, 2019