

## Minutes

### Communications Committee

April 5, 2018

In Attendance: Carlos Wampler, Kathy Hewitt, Mal-Lee Gong, Leann Deardorff, Jason Perrin and Kathleen Pratt

Excused: Andrew Robinson

Meeting Began: 4:03 p.m.

Meeting Ended: 4:47 p.m.

#### ○ Old Business

- **Gettysburg Gazette/ Maroon & White, Update.** Mal-Lee reported. The Gettysburg Gazette issue is ready for final check before publication. The next Maroon & White publication date is June 1 and the issue will be in process beginning next week. Casey Thurston, the new Athletic Director, will be featured.
- **District Website Update: “District-at-a-Glance,” and, “Information for New Families.”** Jason reported. As we look forward to installing Andrew as the full-time Communications Coordinator in July, these pages will be a priority for him. The “Prospective Families” page will be a top focus. The information being developed for these pages will have multi-use capability beyond the website.
- **The Vision, Update.** Jason reported. Jason, Andrew, Tom and Brad met to discuss the scope and distribution. It was agreed that Andrew will take lead on the next edition, partnering with Tom on content. The next edition will be printed to facilitate reading by taxpayers who do not have electronic access. Content will include some material from “District-at-a-Glance,” financials, and use of photography to highlight great things our students are accomplishing.

#### ○ New Business

- **Charitable Organization Sponsorship Idea.** This was a two-prong conversation, as follows, with the stated intent for this to be discussion-only at this time.

First, the concept of a district-wide effort was discussed. Caution was expressed to avoid being perceived as preferring one community charitable organization over another. Before adoption of any district-wide initiative, it's important to check with those who have knowledge of whether such an initiative was done before and how well it worked. Jason will meet with Tam regarding United Way history and report back at next meeting. It was questioned as to what the role of this committee would be in a district-wide effort, versus the role of building administrators and the Communications Coordinator.

Second, it was suggested the Communications Coordinator build and administer a depository for all buildings to share the great charitable initiatives they have, many of them student-driven, and then create a public relations strategy to celebrate the individual initiatives. Perhaps title the PR campaign, “Community Give Back”. It will be key to make this painless on faculty/staff. Being in buildings regularly will help

It was noted that should the district-wide initiative become a focus, we must be cautious that this does not supersede celebrating the ideas students initiate as these student-driven activities plant seeds for the students’ adult civic-minded actions..

- **Community Survey.** A draft of the Community Survey was shared and feedback should be sent directly to Andrew. The goal of the survey is to learn from internal and external stakeholders which type of communication tool they prefer the district use to reach them.

Jason expressed that the timeliness of this is particularly appropriate as some of this data will help inform the full-time Communications Coordinators energies.

The survey will be emailed to staff and parents. In an effort to reach community members, Andrew will speak with Vanessa P. and request the Times include the link in an article. It was suggested the link be included in the Vision and Maroon & White.

The survey will open around May 1 and remain open about six weeks.

- **Other Discussion.** Anticipating the Communications Coordinator to be in place on July 1, members of this committee began to question the role of the committee at that time. What will its function be? How can it support the efforts of the Communications Coordinator? How often will the committee meet – quarterly? Is the committee still relevant? Members are asked to reflect on this and more discussion will occur at the next meeting.

**Next meeting: Thursday, May 3, 2018, 4:00 p.m., Administration Building.**