

Communications Committee Meeting Minutes
Thursday, January 4, 2018 - 4:00 pm - Administration Building

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

Old Business

1. Gettysburg Gazette/ Maroon & White Update – Mal-Lee and Andrew are talking about the articles for the summer *Maroon & White* issue. The latest edition of the *Gettysburg Gazette* is now available to read online. It is distributed on social media and through internal email.

2. District Website Update – Jason had a conversation with district superintendents in county schools regarding ADA website compliancy. We are still working to get to the point of our website being ADA compliant. We are making gradual steps to ensure compliancy.

For additional website updates, read the Communications Report below.

3. District Communications Survey Update – Jason and Andrew put the final touches on the survey, making it simpler. At the end of the month, an email blast will be sent out to faculty, parents and students to take. The toughest challenge will be getting the community to respond to the survey.

New Business

1. Communications Report

A. Andrew/ Dr. Perrin- Working off the focus group and with Jason, Andrew made several changes to the website, including updating the template, changing some of the header menus to make them easier to use, updated the entire school board menu and added board subcommittees agendas and minutes to the website, among other things. Andrew is working on updating the staff directory to make a single directory for the entire district and looking at making changes to the calendar to make a single districtwide calendar. Jeff and Andrew also added analytics to the website so that we can gage more about the audience using it and how they use it.

Andrew is also working on a Tech Prep campaign for their open house, later this month. Jason and Andrew are also in the discussion stage of creating a new resident guide for distribution and for the website.

2. Spring Warrior Fest? – The committee would want to make this a fall event as it is too late to create a spring festival. The committee would like to invite Casey Thurston to the February communications committee meeting to help plan Warrior Fest. The main goal during this meeting is to define the vision for the event and why we are doing it. Kathleen suggested everyone bring their thoughts regarding the purpose and function of this committee to the meeting next month.

3. Introduction of new Communications Committee Chair - Kathleen Pratt

The future of the communications committee was brought up. Kathleen suggested reviving the key communicators/stakeholders in the community. Jason suggested having more focus group-like events for items that need attention from the district and to gather community/parent/student/school employee input.

Kathy said the communications committee has evolved since its inception. Jason and Kathleen decided that the charge of the committee can be an agenda item for the communications committee in February to discuss this further.

Kathleen presented a five-step plan to create a more uniformed stream of communication with our stakeholders. More information on this to come at future meetings.

Next Meeting: Thursday, February 1, 2018 at 4 p.m. at the Administration Building

Meeting Adjourned: 6:00 p.m.

Respectfully Submitted,

Andrew P. Robinson