

Communications Committee Meeting Minutes  
Thursday, December 7, 2017 - 4:00 pm - Administration Building

In Attendance: Dr. Jason Perrin, LeAnn Deardorff, Mal-Lee Gong, Carlos Wampler, Andrew Robinson & Kathy Hewitt

## **Old Business**

### **1. Gettysburg Gazette/ Maroon & White Update**

*Maroon & White* has been distributed. 200 copies distributed in house and around Gettysburg. The next *Gettysburg Gazette* is in progress. It will be a holiday issue. The next issue will feature recap stories from the year, too.

### **2. District Website Updates**

**A. peachjar** – There are no reported issues with peachjar. Flyers are approved by Jason on Friday. Most people are finding that it is easy to use and is being received well.

**B. ADA Compliance** – The proposal for Blackboard Ally was presented to the committee. The costs are \$4,719.00 for prorated term which included start-up costs. Blackboard Ally helps monitor and report on the website content to make it more accessible. Jason recommended checking back in January to see if this is something that we are still interested in perusing.

**C. Focus Group Meeting** – Andrew held the website focus group on Wednesday, December 6. Seven people attended the group. The group consisted of a mix of school employees, parents and business leaders. The discussion included feedback on the positive and negatives the group saw with the website including everything from menus to calendars. Andrew will review these recommendations with Jason and they will find the appropriate way to implement the changes as they deem necessary. Audio from the event was recorded. It will be uploaded online and sent to the committee for review.

### **3. District Communications Survey Update**

Andrew and Jason will go over this more in depth during their regular meeting. The goal is to have the survey being distributed by the end of the year. Parts of the survey will be refined to make it easier to complete so that we receive accurate and informative feedback to rate our communications. Jason will also provide some directive on distributing this survey folks in the community, whom we cannot reach digitally. The business classes and club at the high school completed the survey but they do not have any additional time to devote to assisting with the development, distribution or collecting of the data.

## **New Business**

### **1. Communications Report**

There were a lot of housekeeping items completed in November. Andrew spent a lot of time focusing on the preparation of the focus group, meeting and putting final touches on the district communications survey and designing and printing the *Maroon & White*. Andrew also spent a large portion of the month sharing the good news from the district on our digital platforms. Veterans Day events were one highlight of the month.

## **2. Board Committees on Website**

### **A. Meeting Times, Members and eventual Agendas/ Minutes or Meeting Summaries**

– Jason suggested having Andrew pilot this with the Communications Committee by posting this information under the Board section of the website. When the position becomes full time, the Communications director will be an ex officio member on each of the three board committees. They will be responsible for taking posting the committee meeting agendas to the website. They will also take and post the minutes as well as list the names of the members of each committee on the site.

**Next Meeting:** Thursday, January 4, 2018 at 4 p.m. at the Administration Building

**Meeting Adjourned:** 5:10 p.m.

Respectfully Submitted,

Andrew P. Robinson