

GASD Communications Committee
October 24, 2018
Minutes

Board Members Present: Kathy Hewitt, Kathleen Pratt and Carlos Wampler

Administrators Present: Dr. Jason Perrin, Andrew Robinson

Faculty Present: Mal-Lee Gong and Brittini Hanna

Excused: Jeff Williams

- **Old Business**
 - **Social Media Coordinated Effort (Kathleen & Andrew)**
 - Andrew Robinson, Jeff Williams and Tam McConaghy drafted a social media policy which will go to the policy committee for review.
 - **Ongoing Communications Efforts**
 - **Website Updates (Andrew)**
 - There is now a charter schools section on the website stating facts related to charter schools and the charter schools in our area.
 - The tip line is up and running. By state law, we are required to be compliant with the new Safe2Say program which Mr. Robinson was designated as the school coordinator for GASD. The program allows students to submit anonymous or identified tips and will be sent to the appropriate folks who need to handle the issue, much like our district tip line. There are several trainings forthcoming in which Mr. Robinson and Mr. Rich Keefer, the SRO, will attend. The program must be live by mid-January 2019.
 - **Communication Products / Projects In Cycle**
 - **Video Tours (Andrew)**
 - The middle school virtual tour is shot and is in the editing process. Mr. Robinson is waiting to hear back from the Gettysburg College professor who is taking exterior drone footage, with district permission, for us to use in the video.
- **New Business**
 - **New Communications Initiatives**
 - **Brand Audit (Andrew)**
 - The brand audit has taken the back seat, as some other more pertinent communications issues have arisen. Mr. Robinson will begin working on the audit when time allows. The reason for the audit is to make GASD a cohesive brand. At the moment, there are several different color patterns and logos out there.

- **Possible Initiative for Committee**
 - Board Ambassadors concept becomes “Partner Spotlight” on Website (Kathleen)
 - Dr. Perrin suggested sending website postings to the local newspaper to further efforts. Mr. Robinson will send a link to the area on the website before the next meeting when a post goes live.
- **Open Discussion on New Ideas**
 - None

Next meetings: 4:00 p.m. - January 23, 2019, April 24, 2019