

Communications Committee
Agenda
Weds., Dec. 9th, 2020 4:30pm - 5:30pm

Meeting ID/Password: <https://zoom.us/j/92905975979?pwd=Nzd1TS9vV2dEcExXeFBhN3I5ZGJpUT09>

Present (underlined): Tammy B., Maggie B., Shannon F., John G., Justin G., Carrie H., Jen H., Jessie H., Cheri H., Girish J., Heather K., Amelia L., Michael L., Shannon M., Joell P., Mariah S., Amanda S., Teresa W.

Purpose of Committee

1. to create and maintain procedures and guidelines relating to MSA's branding, marketing and external communications.
 2. to ensure the effectiveness of communication between different school related groups.
 3. to ensure the effectiveness of communication between school community members.
 4. to review MSA website components for accuracy and standardization.
- I. Create procedures for website change (cont. from Dec. meeting)

A. ~~Flow Chart~~

B. Responsible Party for Tabs

Shannon F pointed out that there will be a MS Office Manager and a HS Office Manager instead of Building A/B.

Teacher information: Justin says he generally provides training for new staff re: templates for updating the website. Teachers have a page that should be updated, but it seems that new teachers are not receiving training as to what and how to edit the page. Justin says there is a template there and there should be photos, but new photos are not present. Perhaps this could be part of the training during the back-to-school workshop so teachers can support new staff. John is noting it for the agenda in August. Justin will also add it to this year's upcoming PD. Heather also made notes on form.

Prospective Families: Heather made notes as changes needed.

Discussion was had re: alumni updates. The High School Office Manager will update with information made available. Heather asked who will reach out to alumni going forward. Carrie says the admin for the various social media forums will need to forward information to her because she does not currently have access. Justin will give Carrie access to the Alumni Facebook page. We discussed the lessening popularity of Facebook with the younger generation and the fact that it may be that more parents are connected rather than the former students themselves. Carrie asked if there is an alumni Instagram account and suggests that we consider this. Shannon F also recommends we begin by reaching out via alumni email addresses.

Semester 1 Learning is still the Director - needs to be updated for Semester 2

Current Families is still the HS Office Manager

There are a few exceptions:

- 6th Grade Info Night--MS Office Manager
- Some portions are being changed to Director (e.g., Ask Glaeder)

As the discussion continued, it was decided that Justin would update this list on the spot, and he made changes accordingly. (See the list on the document.) Shannon observed that the vast majority of the list is not the HS Office Manager. The High School Manager will work with Justin on a spreadsheet noting who is in charge of the content for the current families section. For current families, questions or comments on the information should still be sent to info@mnmsa.org The HS Office Manager (with potential Admin input) will still be the coordinator between the families and the person in charge of a particular section on the list.

Girish suggested we follow the RACI method as a “way to address this confusion. [because] it [could] resolve many of these questions.”

R - Responsible

A - Approver

C - Contributor

I - Informed

This is something we can consider because it will allow the jobs to continue even when/if the personnel changes.

For now, the HS Office Manager will be responsible for posting information but not for the content. This person will create a document as to who is responsible for supplying the information.

We continued through the list. The responsible party tabs will be crossed off of our list of to-dos, and Justin will bring an updated list next meeting.

- II. Teacher/Staff Training needs: Has a teacher/staff google classroom been implemented to assist with effective communication among staff? **Yes! It is the admin google classroom.**
- III. Any platform updates or procedural updates for the new year that need to be communicated for staff? **e.g., safety, etc. Shannon F says there is a committee working on this.**
- IV. Communication Concerns
 - A. Will updates be added to the website for community numbers and MSA cases if that is what Athletics/Activities gatherings are based on? **Shannon F says that safety is being considered and health questionnaires will be conducted so that updates will be communicated.**
 Registration processes are being conducted and communications re: cases will be primarily communicated through the coaches to the specific participants. No information is set to go out to community from the Activities Director at this time. Shannon F had a meeting with the Winter coaches and have asked them to provide updated information for the website and activities calendar. It was asked if all advisors could be reminded to check and update the calendar.
 Payments for Winter sports and activities will be invoiced to families starting the week of January 18th
 - B. Will we continue to have semi-monthly surveys? **These will continue.** What is the purpose of these surveys?
 - C. When will students/families get an email with new semester class zoom links? **The info is being worked on and will be sent out prior to Tuesday.**

Note: Shannon will beginning classes soon and will need to leave at 5:30 PM to make it to her classes at 6:00 PM

Next meeting: Wednesday, Feb 10th 4:30-5:30pm