

Communications Committee

Agenda

Wednesday, May 12th, 2021 from 4:30-5:30 pm

Meeting ID/Password:

<https://zoom.us/j/92341533192?pwd=NlFkMVAyY0o2V0wyL3ZUcHh5L3NSUT09>

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., 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. Staff data privacy in regards to the profiles on the website. Update on teacher survey and form small group to work on next steps
- Jessie shared the results from the survey. There was a tie between the *Bitmoji* or teacher photo option and the "I don't care" option. Cheri would like to see photos if protected since parent-teacher conferences have been restructured, and she feels that it would be good for parents to at least recognize teachers. Jessie asked if we could have the teacher choose the *Bitmoji* or photo as the public option and have the teacher photo accessible to students and parents after logging in (therefore, protected). Justin says this is possible. Heather asked about standardizing the information portion of the teacher staff pages, and Jessie shared hers and Cheri's with us (indicating that she had also included these examples on the survey that was sent out to staff). Justin will plan to assist staff with setting up pages during the August workshops.
- II. BOD Meeting item: add expansion drop-down to website
- There was no opposition to this idea. We discussed the placement of this drop-down for information. Examples of information represented is who is on the committee, up-to-date information about the process, etc.
- Heather asked if our Online Learning option will be part of this information, and Maggie said it certainly could and should be.
- There was concern that the information be kept current, and discussion erupted re: other areas on the website where information is posted. Maggie suggested that we recommend that each committee designate someone who makes sure the information on the website is up-to-date and the documentation (meeting minutes) is submitted to Carrie in a timely manner. Tammy stated that we need to have someone in charge who can ensure this happens. Heather recommended that the minutes and updates that need to be made go to Carrie, Justin, and the Director. The Director would then approve the information or not and the information would already be available to those posting on the website. The information should then be updated accordingly. Tammy's concern was that this process has not been happening. It was discussed that perhaps incoming leadership will be more successful in ensuring that the approved information makes it to the website. Tammy countered that the responsibility is issue-wide and not just the responsibility of the Director. She recommended that there be accountability.

Jessie asked who *can* update the website. Justin said that officially he and Carrie have the capabilities to update and edit updates. Heather asked for clarification of whether we are looking for a *procedure* for updating the website or a *reminder* to update the website. Until leadership is appointed, Heather recommended that this question be brought to the current interim co-directors, Tom and Shannon and suggested that it seems we need to implement a process for “checking” and editing information for accuracy and then uploading information so that it is accurate on the website.

Returning to the agenda item, Heather summed up that we are okay with adding the expansion drop-down to the website per BOD request. Justin said yes, but he would like it to be more than a single page of information before it warrants a tab of its own. In the meantime, he recommends a banner, a section in the “about” information, and/or a section in the parent information. Heather will present the need for a procedure of updating the website to reflect current and correct information.

III. Follow up on idea of rebranding/renaming this committee

Heather asked if committee members feel we have the correct name for our committee? Cheri shared that she has done some research and recommended the name be “Communication Advisory Committee.”

Heather read the description of our role, and some members agreed that the name recommended seems appropriate. There was no opposition, but there was no vote taken. The recommendation to update the name will be brought to the BOD for the June meeting.

IV. In the April Special BOD meeting, it was recommended that the communication committee help with communication for Director search. Will anyone be available on an as-needed basis between now and the August meeting?

Jessie stated that Lisa Anderson has been instrumental in developing committees for this process, but she concurred with the BOD’s recommendation that this committee could help with the communication for the Director search. Heather will update us via email this summer if anything comes up, and response and willingness to be involved will be left up to committee members per individual interest and availability.

V. Other items? Next Year: What are members thinking about their role next year?

Heather recommended that one item to work towards be the bringing of information from this committee to the people who are involved in making that information available on the website. Tammy requested transparency in this process since she feels strongly that the communications committee has struggled with this.

Heather also spoke to the need for effective and accurate communication in our next Director and feels strongly that we are involved in the search process as needed.

Heather encouraged members to return to the committee. There was some discussion as to who may or may not return.

Heather acknowledged that the communication committee’s job is not as rewarding as those committees who work towards results that can be seen and encouraged the committee, reassuring members that the advisory work done is an important role.

Next meeting: August...need to confirm committee members and meeting time...2nd Wednesdays 4:30-5:30?. Heather will plan to create an agenda for the August meeting and will plan on meeting Wednesday, August 11th from 4:30-5:30 unless the BOD recommends a different time. At this meeting the committee will determine a meeting date and time for future meetings and will vote on a committee chair.