

Communication Advisory Task Force

Agenda

Wednesday, September 8th, 2021 from 4:30-5:30 pm

MSA Room 2A

Present (underlined): Tammy B., Maggie B., Cecelia D., Justin G., Jen H., Jessie H., Girish J., Heather K., Joell P., Amanda S., Teresa W., Kate H.

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. Introduction of Members

Ali Metcalf - new staff member - will invite to October meeting

- II. 2021-22 Task Force Chair discussion and possible vote After some discussion regarding the chair and a potential co-chair, we tabled this discussion until more members are present. (Heather is willing to continue as chair or to co-chair with anyone interested in doing so. She is also willing to have someone else chair if there is someone interested in doing so.)

- III. Discussion of where we have been and where we are going as a task force with the new administration A brief list of several things this committee has worked on was given as well as our need for administrative support in order for decisions to be made. Administration responded accordingly:

- We are moving forward on the website with a place to recognize members of the MSA community who have achievements and successes that should be published.. The executive assistant to the Director will have a strong communication role and will potentially be working with Shawn Parker to communicate this information to the public.
- The Director would like to see this task force take on an advisory role to proposals brought by Justin and the administration.
- Kate H is working to develop a system to work with R-school and our activities, but she is finding that R-school can be controlled by others without her knowing of changes made, especially those made last minute. This is problematic and she is working on a calendar that she can control so that she is fully aware of what is being communicated to our parents and students re: activities.
- We are now a task force because open meeting law is now once again fully enforced by the Governor, and we are avoiding the need to publish personal information such as home addresses of attendees who may be joining via Zoom, which is a law of open meetings.
- In response to the list of this task force's responsibilities, the Director recommends that we change the wording from *create* and *inform* to *advise* and *give feedback* re: information to which we are privy via students, parents, staff, etc.

Justin addressed the need for a designated web committee that includes administration and Shawn Parker (administrative assistant) to look at systemic problems, branding, and bigger issues with the website so that this task force is able to bring information to that group.

- IV. Review the Purpose of the Task Force with new Administration and assign tasks to each task force member as needed to allow for updates on task completion during meetings. **We will look at this at our next meeting.**

Next meeting: October 13th at 4:15 PM...Future meetings will be the second Wednesday of the month at 4:15 PM in Room 2A. We will work towards having a virtual option for those who are unable to attend in person, platform TBD.