

Communication Advisory Task Force

Agenda

Wednesday, October 13, 2021 from 4:15-5:15 pm

MSA Room 2A

<https://us06web.zoom.us/j/81865807124?pwd=cklxSFUwZXVNZkg5eFIUMFgwVVN6UT09>

ZOOM ID: 81865807124

PASSCODE: xZE1zOMb

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

Purpose of Committee (updated after September 2021 Meeting)

1. to advise and maintain procedures and guidelines relating to MSA's branding, marketing and external communications.
 2. to give feedback on communication between different school related groups.
 3. to give feedback on communication between school community members.
 4. to review MSA website components for accuracy and standardization.
- I. 2021-22 Task Force Chair discussion and vote
- After welcoming Ali M. to the committee and a brief introduction, it was determined that Heather will continue as chair or to co-chair with anyone interested in doing so. Maggie will continue to be the BOD representative. Heather then reviewed the components of this committee's purpose as listed above.
- II. Update on the Website
- Recognition of MSA Community Section-- The updated website will have a recognition section on the main page. Staff will help administration determine what will be added to this section, however, it is still being determined how recognition will be shared with admin if students, parents or community members have a recognition to share.
 - Calendar for Athletics and Activities--The plan is that the calendar will go live when the website redesign is rolled out. Discussion centered around the need for the calendar to potentially link to the various MSA sub-sites for detailed information re: various activities and information such as advisor, etc.
 - Proposals by Justin and/or Administration--It was noted that the teacher webpage dashboard should be updated to reflect new staff members and remove former staff members. Justin will work towards completing the necessary updates. Justin proposes that we consult with staff about the need for staff webpages if teachers are all using Google Classroom. He will send out a survey.
Discussion moved to how to better utilize Skyward to simplify the delivery of information. Justin will explore this.
 - Web Committee--Justin provided the committee with a preview of the new website design.
 - Tabs--It was noted that there are tabs which are/should now be maintained by new staff. Justin can provide Cecelia with the original list, and she and the office staff will look at the list to determine the parties responsible for maintenance of each tab. At our next meeting, this committee will each look at the tabs to detect necessary changes and report these changes to Cecelia, who will communicate with the responsible parties.

- Many references to previous administrators still need to be updated--**These changes will also be noted and made via the close look at tabs, etc.**
- III. 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 attend to this as we move forward in our advisory role and future meetings.**

Next meeting: November 10th at 4:15 PM.