



Communications Meeting

Date: Wednesday, December 12, 2018

4:10 PM - 5:27 PM

Location: ADM CTR

In attendance:

Mardell Schumacher (via phone)

Janice Krinsky

Ben Grey

Art Fessler

Justin Sampson

Janice called the meeting at 4:10.

November 7, 2018 Minutes were approved- Mardell made the motion and Janice second. All approved.

The agenda was reviewed.

Members reviewed the proposal assessment from Dave Bayless and Bayless Communications LLC.

Janice approved of the goals that Dave laid out, mainly communicating on our terms.

Mardell was not sure if we needed much of the proposal. She felt we could do much of this work on our own without spending the money. Mardell feels that our methods can be improved and be more interactive with the groups who don't agree with our work. She feels we can continue to work to connect with external groups.

Dr. Fessler shared his thoughts about effectively connecting with and meeting the needs of external groups by giving them opportunities to connect with and share feedback with our community.

Mardell shared the previous use of a regular newsletter that was created by Betsy Boswell. Mardell also shared the district taking opportunities to go and speak and hold sessions at senior centers.

Mardell and Janice shared the need for more informational pieces going out into the community with more frequency.

The group discussed modifying the proposal from Dave Bayless regarding price and scope of work.

The group discussed finding ways to get feedback from all audiences and the community to understand what they want to hear more about, what they are interested in hearing about.

Ben mentioned how we did a mailing (magazine) at one point and that we do have it in the budget to do a potential mailer this year.

He mentioned that sometimes what we are sharing may differ from what people feel disconnected from and what to be informed about (ex: the tax

levy.) He still finds importance in sharing celebrations about what our students achieve and build that portfolio.

He mentioned Dave's services may not necessitate a full audit, but an assessment of our audience to see what people would like to hear about and how often we should consider pushing that out in a way that the audience can understand and relate to.

Mardell raised concerns about putting too much emphasis on social media as opposed to the district website and other communication materials.

Mardell brought up her approval of the Community Education Forum. Her concern was the initial 45 minutes where administrators spent talking at the public before taking questions.

Janice believes another forum would be good.

The group discussed keeping the communications committee a superintendent committee and separate from the committee work that will be taking place in response to the staff survey feedback.

Mardell brought up the handout she provided and the group discussed the benefits that could be drawn from it.

The group discussed the next step in bringing a recommendation to the board regarding Dave's services.

Mardell wanted increased volunteerism to be discussed in the future. The group discussed precautions to take in that process.

Ben requested pieces from Janice and Mardell that could potentially be included in future communications (mailer).

The group will plan to meet again the week of January 7 in order to work on a recommendation for discussion at the board meeting on January 14.

Mardell moved to adjourn the meeting at 5:27. Janice seconded. All in favor.