



Communications Meeting

Date: Wednesday, August 25, 2021

4:01 PM - 5:03 PM

Location: ADM CTR

In attendance:

Patti Petrielli

Mardell Shumacher

Ben Grey

Justin Sampson

Terri Bresnahan

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Ben called the meeting at 4:01.

The group established the direction of the committee for the year. Priorities include maintaining strong lines of two-way communication with stakeholders as well as celebrating the positive news coming out of the district.

The group discussed how the committee work will coincide with the progression of the Strategic Plan work (i.e. Two-Way Communication and Collaboration). The group reviewed strategy 3.3 of the Strategic Plan that states, “**Two-way communication and collaboration:** Utilize tools and strategies to effectively connect with all audiences to share and receive information and increase public awareness and perception of the district.”

The group discussed the concept of perception of an organization, and how an organization can't control perception, but it can influence perception based on what is being shared and the level of transparency an organization is maintaining.

The group also discussed exploring multiple means of connecting with the public and letting them feel heard and validated through their feedback. The committee will continue to explore ways to offer these opportunities throughout the year.

The group discussed previous efforts to engage the community that had limited attendance, such as the coffee with the board events, and there was an agreement to hold off on offering such an event at this time. There will be consideration for holding another community forum or similar event in the future when the health environment changes.

The committee elected to meet on an “as needed” basis throughout the year to review the direction of district communications.

A discussion was also held on the setup of video live streams for board of education meetings. Various options will be assessed and cost options for possible upgrades to equipment will be presented to the committee, followed by a discussion with the entire board.

Ben moved to adjourn at 5:03 p.m.