

UPPER PERKIOMEN SCHOOL DISTRICT

Education Center
2229 E. Buck Road
Pennsburg, PA 18073

Communication Committee Meeting

March 12, 2020, 6:15 p.m.

CHAIR: Mike Elliott

Ex-Officio: Raeann Hofkin, President

MEMBERS:

Melanie Cunningham

Dana Hipzer

Superintendent – Dr. Allyn Roche

Communication Specialist – Nikki Gum

AGENDA

1. Approval of November 14, 2019 Meeting Minutes (Attachment A)
2. Overview of Friday Email Blasts
3. Update on Community Newsletter List & Discussion of Future Use
4. Discussion: District Branding Needs
 - a. Messaging
 - b. Visual Elements/Logo
5. Discussion: Next Meeting Topic(s) and Date(s)

**Please note all meetings will be no longer than 60 minutes.*

Mission: To promote clear, concise, and respectful communication throughout the district and community.

Vision: Create a forum that encourages effective dialogue to proactively respond to the needs and concerns of the district community.

In order to assist in keeping an accurate record of the proceeding of this meeting, the meeting is being videotaped by the District.