

Communications Workgroup

Communications Workgroup Charge

Define communication concerns or opportunities and consider whether the formation of a Communications Committee would be appropriate.

Key Questions the Workgroup Considered

- Which work or concerns fall under the umbrella of communication?
- Which aspects of communication belong to the board and which to administration?
- Do we have the right infrastructure in place to handle the increased speed of communication and use of social media?
- How does communication in a crisis differ from everyday communication?

Findings

- Increased informal communication about community concerns on social media platforms
- Under pandemic conditions, public highlighting importance of communication efficacy
- Administration has defined communication as an area of focus in the strategic plan
- BoE has no formal plan for crisis or other time-sensitive communications
- BoE members using inconsistent strategies on various communication platforms

Recommendations

- Create communication plan for the board including communication channels and standards
- Recommend policies for policy committee to review or add
- Support administrative communication work as defined in strategic plan
- Follow BoS Communication hire for any applicable information
- Smaller projects
 - Create new template for board member page on website
 - Explore automating meeting notices to board members (and others)
 - Clarify public hearing versus public comment