



Communications & Community Engagement Standing Committee Meeting Minutes May 21, 2015, 9:00am in District Office

Members in attendance:

Heidi Eby – Board Member (Chairperson)
Andrea Abruzzo – Board Member
Bruce Hancock – Board Member
Julie Neal – Board Member
Dan Tredinnick – Administration
Rob Brockman – Citizen Advisor
Ann Marie Schupper – Citizen Advisor

Members not in attendance:

Chris Barrett – Board Member
Mike Kinney – Citizen Advisor
Ann Rowland – Citizen Advisor

Public in attendance:

None

- 1. Call to Order** – 9:03 am
- 2. Roll Call**
- 3. Review of Summary Minutes – Motion: Andrea Abruzzo, 2nd: Julie Neal**
- 4. Old Business/Updates**
 - 4.1. Web Updates - Additions
 - 4.1.1. Translation Service now available
 - 4.1.2. Headline area on home page provides better presentation of more noteworthy items as well as syncing better with the mobile app.
 - 4.2. Varsity Athletics Schedule – Continued the discussion about varsity athletics events appearing on left side of home page. We tasked the administration with having a 2nd calendar running alongside the “Upcoming Calendar” showing “Upcoming Athletic Events”. We will assess the impact on time constraints of staff, difficulty of keeping information accurate (keeping up with changing schedules due to weather, last minute change, etc), and ease/difficulty with

obtaining/inputting information from athletic dept to administrative district staff after a couple of months.

4.3. Mobile App

- 4.3.1. Still not available due to hardware failure with server @ IU. No timetable on fixing hardware other than they are "working on it". Launch of mobile app now planned for the start of new school year.

4.4. Citizen Advisor Term Update

- 4.4.1. Two of our Citizen Advisor's terms are scheduled to expire on 6/30/15. This past winter the Board approved a revision to our Board guidelines regarding the time of year we will open applications and appoint citizen advisors. The revision allows for expiring terms to coordinate with the re-organization of the Board as well as the re-assignment of Board committee members in Dec/Jan. Those citizen advisor terms that are expiring on 6/30/15 are being extended to 12/30/15 to align with our guidelines. As long as the citizen advisor is willing, they will continue to serve in your current capacity until the end of the year.

5. New Business

5.1. Committee Goals for 2015-16

- 5.1.1. 1) Community Partners/Citizen Engagement – Assessing the current partnerships and community engagement activities already taking place, establishing best practices, additional resources & attention and new and expanded opportunities for partnerships/engagement, and then schedule meetings with appropriate people with Hershey entities and other community organizations to share list of collaborative efforts and possible new additional efforts.
- 5.1.2. 2) Presentation of Budget Information – dialogue about improving how the budget information is presented to the public, especially in light of only 20% of our community is engaged as parents of student. Need to reach other 80% of community members with information.
- 5.1.3. 3) Website – Continued discussion of improving website material, ease of navigation, info areas, and complete diagram of website responsibilities and/or checklists so all information is kept current.

6. 2015-16 Meeting Schedule

- 6.1. Quarterly meetings: Sept, Nov, Feb & May meetings. Additional meetings may be added as necessary.

7. Recognition of Public – None

8. Upcoming Meeting Date - TBD

9. Adjournment – 10:01am