



# Communications & Community Engagement Standing Committee Meeting Minutes May 23, 2016, 5:00pm in District Office

## Members in attendance:

Chris Barrett – Board Member (Board Co-Chairperson)  
Dan Tredinnick – Administration (Administration Co-Chairperson)  
Julie Neal – Board Member00  
Maria Memmi - Board Member  
Ann Rowland – Citizen Advisor

## Public in attendance:

Brian Shiflett

1. **Call to Order** – 5:05 pm
2. **Roll Call**
3. **Old Business/Updates**

### Mobile App

- Mr. Tredinnick reported that the transitions from the previous mobile app platform that did not successfully support Android users has been completed.
- There is no need for current users to download a new app; the vendor was pushing it out to current subscribers as an update
- Mr. Tredinnick demonstrated some of the basic functionality of the app

### Web Analytics

- Mr. Tredinnick provided some brief updates on use of the district web site.
- Traffic on the site is cyclical with peaks around back-to-school and stretches of inclement weather. Valleys occur during recesses and summer break.
- More than 1.9 million pages viewed year-to-date
- The average user spends about 2:45 per visit on the site.

## 4. **New Business**

- The discussion focused on communication and committee goals for the upcoming (2016-2017) school year. The consensus was the focus should be on reviewing current functions and developing a comprehensive communications plan that would serve as a short- and long-term guidance document and that supporting the those processes would be the main focus of the committee.

5. **Recognition of Public** – Mr. Shiflett brought up the notion of using software to monitor social media and noted the administration's efforts to connect with students on their ideas and concerns.

6. **Upcoming Meeting Date** - Monday, September 26, 2016 5:00pm

7. **Adjournment** – 5:55 pm