



Communications & Community Engagement Standing Committee Meeting Minutes September 26, 2016 5:00pm in District Office

Members in attendance:

Chris Barrett – Board Member (Board Co-Chairperson)
Dan Tredinnick – Administration (Administration Co-Chairperson)
Terry Singer – Board Member
Maria Memmi - Board Member
Trisha Harsh – Citizen Advisor
Jody Jacobs – Citizen Advisor

Public in attendance:

None

1. Call to Order – 5:08 pm

2. Roll Call

3. Approval of Summary Minutes

The minutes were approved as submitted

4. Unfinished Business

None

5. New Business

5.1. **Communications Audit Proposal** – Members of the Committee discussed a proposal from the National School Public Relations Association for an audit of the district's current communication tools and processes. NSPRA provided the proposal at the request of the administration; the administration in turn was recommending the committee review the proposal for possible recommendation to the full board for acceptance. The committee discussed the proposal at length, with several members expressing reservations about the time and effort it would take to organize the number of focus groups recommended in the proposal. There was also some sentiment that while NSPRA could certainly provide perspective from a school communications domain, it might be more useful to seek out insight from those working in other areas of public relations for best practices and metrics used in other fields. The Committee recommended that the administration issue a Request for Proposals to solicit commercial firms and invite NSPRA to submit a modified proposal if the association was interested in doing so.

5.2. **Requests to Distribute Materials from Outside Organizations** – Mr. Tredinnick reported that later this school year, the district would begin using a service called Peachjar to accept, review and distribute appropriate materials from outside organizations to district families. The use of the Peachjar system would not require any changes in existing board policy but instead provides a streamlined system for reviewing, cataloging and posting those materials that meet the existing criteria for such materials. Once fully implemented, these

materials will be emailed and posted electronically rather than being handed out by teachers to individual students.

5.3. Telephone Consumers Protection Act – Mr. Tredinnick provided an informational handout that outlined some details of the Telephone Consumer Protection Act for schools and information that noted recent court rulings upheld as legal the types of emergency and information notifications school districts, including DTSD, issued via mass notifications systems.

6. Recognition of Public – None

7. Upcoming Meeting Date - Monday, December 19, 2016 5:00pm

8. Adjournment – 5:57 pm