



# **Communications & Community Engagement Standing Committee Meeting Minutes March 27, 2017, 5:00pm in District Office**

## **Members in attendance:**

Chris Barrett – Board Member (Board Co-Chairperson)  
Dan Tredinnick – Administration (Administration Co-Chairperson)  
Joe McFarland – Administration  
Maria Memmi - Board Member  
Jennifer Mysel – Board Member  
Heidi Eby – Board Member  
Jason Ernest– Citizen Advisor

## **Public in attendance:**

Virginia Roth, Kathy Sicher, Brian Shiflett, Peggy Grim, Maria Zaharick

### **1. Call to Order – 5:04 pm**

### **2. Roll Call**

### **3. Appointment of Committee Chair**

Mrs. Memmi nominated Mr. Barrett. There were no other nominations and Mr. Barret was appointed as chair for 2017

### **4. Old Business/Updates**

#### **Communications Audit**

Virginia Roth from PPO&S presented a report of findings and recommendations from the two focus groups the firm was contracted in January to conduct. One focus group was a mix of constituents, the other made up of staff members from various buildings and departments. Communications strengths identified by the stakeholder groups included commitment by the district, the district's web and social media presences and opportunities for community engagement. Opportunities included a stronger focus on families new to the district, streamlining communications channels and building on the legacy of Milton Hershey.

### **5. New Business**

#### **Digital Literacy Courses**

Mr. Tredinnick reported that the district's IT Department would be offering a series of Digital Literacy courses for the community. The first meeting will be April 19 at Hershey Middle School; a portion of that session will be dedicated to identifying topics for sessions that will be offered during the 2017-18 school year.

### **6. Recognition of Public**

No public comment was offered.

### **7. Upcoming Meeting Date - Monday, May 22, 2017 5:00pm**

### **8. Adjournment – 5:39 pm**