



Communications & Community Engagement Standing Committee Meeting Minutes May 22, 2017, 5:00pm in District Office

Members in attendance:

Heidi Eby – Board Member (Chairperson)
Jennifer Mysel – Board Member
Maria Memmi – Board Member
John Abel – Board Member
Jason Ernst – Citizen Advisor
Trisha Harsh – Citizen Advisor
Dan Tredinnick – Administration

Members not in attendance:

Jody Jacobs – Citizen Advisor
Lisa Neuhauser – Citizen Advisor

Public in attendance:

None

1. **Call to Order** – 5:02 pm
2. **Roll Call**
3. **Approval of Summary Minutes**
4. **Election of New Chairperson** –
 - a. Heidi Eby was elected unanimously
5. **Unfinished Business**
 - a. Communications Audit
 - b. Looking to come up with the next plan of action
 1. Short term & Long term plans (see attachment)
 2. Discussed & agreed the Administration has adequate resources to complete the Short term goals and they could be accomplished within several months vs contracting with PPO&S = \$4000 for this piece.
 - a. Some of the Short term goals have already been started (Welcome Pack)
 - b. Prep work will be done over the summer and will work to form Family Focus Group in the fall.
 3. Long term goals – recommended to contract out to PPO&S for Part 2 of audit and branding piece = \$15,000.

4. Tie the Short term & Long term pieces of action plan to committee focus areas/goals for next school year.

6. New Business

- a. Committee Goals for 2017-2018
 1. 1st half of the year: Short term action plan items
 2. 2nd half of the year: Long term action plan items
 3. Customer Service related goals will be part of the Administrative Goals for next year so we will follow-up and assist the Administration if needed.
- b. Other suggestions for the committee
 1. Minimum standards for Athletics teams on the website
 2. Improvements in Teacher sites on the website
 3. Streamlining the delivery of information to students/parents via one or two platforms vs the many different platforms currently utilized.
 4. Student management K-12 – how to guide and narrow other tools used in the classrooms.

7. **Recognition of Public** – None

8. **Adjournment** – 5:50pm

Respectfully submitted by Heidi Eby

**Communications Audit
Recommended Action Plan
May 2017**

- Review audit findings and recommendations with Administrative Team (April 25, 2017)
- Share findings with InfoShare participants May 2017
- Review audit recommendations with Communications Committee of the Board (May 22, 2017)
- Recommended Action Plan
 - Short-term
 - Schedule focus group with new families to deepen understanding of communications needs/formats (Fall 2017)
 - Establish a building point-of-contact to assist onboarding of new families (August 2017)
 - Explore development of a “Welcome Packet” for new families to be given at time of registration (July 2017)
 - Create a resource guide for staff for key internal contacts (August 2017)
 - Explore and reinvent Building Advisory Team meetings (Fall 2017)
 - Long-term
 - Work with Professional and Support Staff Associations (HEA and HESPA) to simplify and prioritize communication tools (May 2018)
 - Work with HEA to develop minimum expectations for professional staff websites and associated trainings as needed (May 2018)
 - Engage PPO&S to conduct an audit of the Derry Township School District Brand and communication vehicles (August 2018)
 - Receive audit findings and recommendations to aid in planning for District Strategic Planning (2019)
 - Explore opportunities to build Milton Hershey’s legacy into the existing coursework (Genius projects, makerspace, etc...) (on-going)