



## COMMUNICATIONS AND COMMUNITY ENGAGEMENT

1/11/2018 [5:00PM-6:00PM] @ School Board Room

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- COMMUNICATIONS AND COMMUNITY ENGAGEMENT -

### 1. Call to Order

#### Minutes

Meeting was called to order by Joe McFarland, Superintendent

### 2. Roll Call

#### Minutes

Jody Jacobs – Citizen Advisor  
Jennifer Mysel – Board Member  
Kathy Sicher – Board Member  
Tricia Steiner – Board Member  
Lindsay Drew – Board Member  
Joe McFarland – Superintendent  
Dan Tredinnick – Director of School & Community Information  
Absent: John Abel

### 3. Elect Committee Chairperson

#### Minutes

Ms. Drew was nominated by Mrs. Steiner, seconded by Mrs. Sicher and voted unanimously as the new Chair.

### 4. Unfinished Business

#### Minutes

#### a. Web Site Advertising

##### Minutes

Mr. McFarland provided information that he gathered regarding possible revenue earned from the potential of entering an agreement with School Revenue Partners for district website-based advertising.

The potential risks versus gains were discussed. The Committee agreed that

pursuing this option was not favorable at this time. On a motion by Mrs. Sicher, seconded by Mrs. Steiner, the Committee voted to not recommend web site advertising at this time.

**b. New Entrant Customer Service**

**Minutes**

New Entrant Customer Service – Mr. Tredinnick explained that the goal was to bring forward results from the New Entrant Focus Group, however attempts to schedule a meeting were unsuccessful. Mr. Tredinnick is working on an expanded survey with new entrants from enrollment starting in May 2017.

**5. New Business**

**a. Upcoming Community Events**

**Minutes**

Mr. Tredinnick explained information shared regarding Parent Information Night for Full-Day Kindergarten, including community advertising. Information was also shared for a Summer Camp and Community Resource Fair that is coordinated with the Special Education Department and our District Social Worker for students with physical and/or cognitive needs.

**b. High Speed Messaging System**

**Minutes**

Mr. Tredinnick explained the features and processes offered via One Call Now, the vendor that we use for district messaging. Anomalies which prevented some parents from receiving information during first use of the year were discussed.

It was discussed that district families are to make changes with Home Access Center to establish or change their preferred contact information. It was further discussed how to better gather primary telephone information for primary communication and ensure proper follow-up to make sure we have the most accurate information throughout the school year as well as providing other available communication methods. Ms. Drew inquired if it was possible to create a custom field which could be used as designated place to ask parents/guardians to specify the phone number they want to use for these communications specifically. Ms. Drew requested exploring a survey or inquiry to parents about how they communicate, what their preferred method of communication is, and if they know about the various ways to receive information from the school.

**c. Incident Response Communications**

**Minutes**

Mrs. Lisa Miller, Safe Schools, explained the All Hazards Plan that is in place and incorporates an Incident Response Communication template as part of crisis response.

It was discussed that the information in the plan is not public but that community members would like to receive more information. Mrs. Miller proposed that she could offer two potential scenarios for what that would look like. Due to time, this item will be moved to the next meeting for further discussion.

**d. Web Site and Social Media Usage Overview**

**Minutes**

Due to time, this agenda item will be moved to the next meeting.

**6. Public Comment**

**Minutes**

None

**7. Adjournment**

**Minutes**

Ms. Drew adjourned the meeting. The next meeting is scheduled for March 26, 2018 at 5:00 pm.