



## COMMUNICATIONS & COMMUNITY ENGAGEMENT

12/17/2018 [5:00PM-6:00PM] @ Board of Directors Room

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### - COMMUNICATIONS AND COMMUNITY ENGAGEMENT -

#### 1. Call to Order

##### Minutes

The meeting was called to order at 5:07 pm.

#### 2. Roll Call

##### Minutes

Board Members: Ms. Lindsay Drew (Chair), Mr. John Abel, Dr. Donna Cronin, Mrs. Tricia Steiner

Staff: Mr. Dan Tredinnick and Missy Kunder

Citizen Advisors: Mrs. Ashley Commissiong, Mrs. Cori Reed

Citizen Advisors Absent: Mrs. Melinda Curran, Mrs. Anne Reeves

#### 3. Approval of Summary Minutes

##### Minutes

Minutes were approved unanimously.

#### 4. Unfinished Business

##### a. Meet the School Board Director Event

##### Minutes

The committee discussed the Meet the School Director Event and the challenges presented in trying to hold this during the current school year. It was recommended that the focus shift to planning for the 2019-2020 school year and be incorporated into the Back to School Night events at all three schools. Mr. Tredinnick noted that that the BTS events may present limitations for community members at large who do not have children currently in the district from attending and the committee agreed that pending Board Members willingness to attend another event that either a community focused event to be held at the library. Dr. Cronin also suggested that perhaps we could start the event 30 minutes early to allow time for community members to attend before BTS event starts. Mrs. Steiner also suggested that we give consideration to the schedule of BTS event because there is not a lot of extra time, particularly in the secondary buildings. The committee also discussed that this event should be to educate on the role of a School Board Director and also on the individuals currently serving. Ms. Drew and Mr. Tredinnick will discuss and the idea will be presented to the building administrators prior to the next meeting so that the committee can focus on

messaging/communication/promotion for the event in future meetings.

#### **b. District Website Review: Community Tab**

##### **Minutes**

The committee reviewed the community tab of the website and provided suggestions to Mr. Tredinnick with understanding there are limitations to the current website template and that ultimately the layout and content on the website is at the administration's discretion. Some of the suggestions included:

- Landing page that provides all information in one place
- Volunteer page (currently in sub-navigation of Community tab) as well as HACC Residency Certificate page be presented in sub-navigation of Contact Us page as well.
- More information be given to describe the relationship of District and organizations such as Trojan Foundation and COCOA Packs so that it may be presented as more of a connecting resource. Other known and recognized entities could also be featured as a resource.

#### **c. Citizen Advisor Program Documents**

##### **Minutes**

The committee reviewed the documents related to the Citizen Advisor Program that currently exist in draft format today. Through the use of Google Docs, the committee will continue to edit the documents, with the goal being to combine information from both and create one Citizen Advisor Program Resource Guide document to be used. The committee also discussed the benefit of having a brief Citizen Advisor Orientation program beginning next year that would invite newly appointed Citizen Advisors to attend and review information covered in the Resource Guide in a more detailed and hands-on way. The Communications Committee would recommend and accept ownership of creating the material from the Resource Guide for the orientation once it is accepted and approved in final draft by the Board. The committee also discussed the document should be updated annually and provided to the Board Chairs of each standing committee for distribution to Citizen Advisors. At the next meeting, the committee will review the suggested edits and pieces of each document that should be included in the Resource Guide.

### **5. New Business**

### **6. District Communications Update**

#### **Minutes**

Mr. Tredinnick shared that the New Entrants Survey will be given in January to new families enrolled in the District through the Summer and Fall of 2018. Ms. Drew requested that a summary overview of the survey be provided to the committee at the March meeting.

### **7. Public Comment**

### **8. Adjournment**

#### **Minutes**

The meeting was adjourned at 6:04 pm.