

# COMMUNICATIONS AND COMMUNITY ENGAGEMENT

04/25/2022 [04:00 PM-05:00 PM] @ Board of Directors Room

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## 1. Call to Order

### Minutes

The meeting was called to order at 4:00 p.m. Following a motion by Ms. Drew and a second by Mrs. Memmi, Mrs. Sicher was approved to sit in on the committee in Mrs. Schmidt's absence.

## 2. Roll Call

### Minutes

**Members in Attendance:** Michele Agee, Lindsay Drew, Sarah Karpel, Maria Memmi, Mike Rizzo, Kathy Sicher, and Stacy Winslow

**Members absent:** Ericka Schmidt

**Citizen Advisors in Attendance:** Leah Gible, Julie Goolsby and Rebecca Wallace

**Community and Staff in Attendance:** Phil Ayala

## 3. Election of Committee Chairperson

### Minutes

Following a nomination by Ms. Drew with a second by Mrs. Memmi, Mike Rizzo was unanimously re-elected as chair of the Communications and Community Engagement Committee.

## 4. Approval of Summary Minutes

### Minutes

Following a motion by Mrs. Memmi and a second by Ms. Drew, the minutes were approved.

## 5. Unfinished Business

### 5.a. Report on Citizen Advisor Training 2021-2022

#### Minutes

Mr. Rizzo shared that a Citizen Advisor Training had occurred earlier this school year and asked for Citizen Advisor feedback on the training.

## 6. New Business

### 6.a. SilkTide Software - Accessibility Software (informational)

#### Minutes

Ms. Karpel shared the following on the SilkTide Software:

- The software will sweep the nearly 4,000 pages of our website for accessibility issues, broken links, and other issues that occur
- This will make the website compliant with Web Content Accessibility Guidelines (WCAG) for inclusivity of everyone
- More changes coming this summer for the website that will give ease of the ability to read the pages

### 6.b. Emergency / Important Information Communications (informational)

Information from Ms. Karpel regarding best way to communicate Emergency / Important information.

#### Minutes

Ms. Karpel is looking to send out a survey over the summer to find the preferred communication by the community for a more seamless disbursement of emergency information. Included the survey will be an explanation of what to expect timing wise for the communications.

### 6.c. One Call - Mass communication process (informational)

#### Minutes

Ms. Karpel shared that One Call Now communications will be switched to Blackboard Messenger.

### 6.d. 2022-2023 Communications & Community Engagement Planning Discussion

#### Minutes

Ms. Karpel is looking to increase engagement and communications by:

- Creating a hub with information that is straight forward and accessible
- Increase engagement from teachers for sharing events and happenings throughout the district

### 6.e. Meeting Frequency Discussion

Propose meeting 4x per year to support the district communications team and planning efforts.

#### Minutes

Mr. Rizzo led the discussion regarding additional meetings for this committee. An additional meeting was added on June 13, 2022 at 5:00 p.m. The committee will request additional meetings when the schedule is created for next school year.

## 7. District Updates

### Minutes

Dr. Winslow shared how pleased she is with the work that is being done for communications. As well as, it may be a great opportunity for an internship for a high school student to help out with some of the work created by the cleanup sweeps of the website.

## 8. Public Comment

### Minutes

There was no public comment.

## 9. Adjournment

### Minutes

The meeting was adjourned at 4.58 p.m. with the next meeting scheduled for June 13, 2022.