

COMMUNICATIONS AND COMMUNITY ENGAGEMENT MEETING

02/27/2023 [04:00 PM-05:00 PM]

1. Call to Order

Minutes

Mrs. Memmi called the meeting to order at 4:05 p.m.

2. Roll Call

Minutes

Members in Attendance: Michele Agee, Donna Cronin, Sarah Karpel, Maria Memmi, Ericka Schmidt, and Stacy Winslow

Members absent: Kathy Sicher

Citizen Advisors in Attendance: Leah Gible, Julie Goolsby, and Andrea Mitchell

Citizen Advisors absent: Julie Kiser

Community and Staff in Attendance: Phil Ayala

3. Election of Chair

Minutes

Mrs. Memmi nominated Mrs. Schmidt to be chair of the committee. Mrs. Schmidt accepted and was approved by the committee.

4. Approval of Summary Minutes

Minutes

Following a motion by Mrs. Memmi and a second by Dr. Cronin, the Minutes were approved.

5. Unfinished Business

5.a. Closed Captioning on Board Recordings

Minutes

Ms. Karpel shared the following:

- after the last Communications meeting she immediately added to the website, regarding closed captioning, that if anyone was looking for closed captioning from our minutes or audio recordings that they could reach out to Ms. Karpel and her email was provided.
- currently transitioning to a new website provider that will be able to provide closed captioning and transcribing with a combination of using zoom with the new software
- Ms. Karpel plans to work with an expert from FinalSite (new provider) to make sure that every page that we bring over is going to be compliant
- A discussion was had regarding maintenance of audio and pdf minutes on the website that had started at the previous meeting - Ms. Karpel will dig further into this and bring back some recommendations to the committee at the next meeting.

Leah Gibble, Citizen Advisor, asked if there were any policies developed for the type or amount of personally identifying information of our students that is posted on a public social media platform. Examples were shared. Ms. Karpel shared that more often than parents have been upset if these things have not been posted as well as most of these situations the students/parents have signed off on permissions forms. Ms. Gibble requested a panel of teachers that teach digital citizenship to review our social media practices and develop a policy under the framework of what we're doing with our students' personal information, online congruent with what we teach them to do with their personal information online. Mrs. Memmi suggested that this be added as an agenda item for the next meeting.

6. New Business

6.a. High School Student Internship

Minutes

Ms. Karpel shared the following:

- There is now a high school student interning with Ms. Karpel
- There is a current junior interested in interning with Ms. Karpel for the entire year next year
- Dr. Cronin suggested that there could be student representatives for the committee possibly the student interns

Side note by Dr. Cronin - suggested that there be a file created with Mrs. Smith for local business looking for interns that can be connected to students. Dr. Winslow suggested this could easily be included in the next news letter.

6.b. Newsletter

Minutes

- A newsletter for the entire community by Ms. Karpel, Dr. Winslow, and other administrator's input is hoped to increase community engagement beyond the immediate DTSD community
- The first newsletter went out on February 1, 2023
- The plan is for the newsletter to include current and relevant topics, highlight our cocoa principles and include club or team highlights
- Golden Age Club details was shared with the group
- The next letter will go out May 1, 2023

7. District Updates

7.a. New District-Wide Website

Minutes

Ms. Karpel shared the following:

- Currently using Blackboard that has been bought out by FinalSite
- Starting the content migration
- Rethinking the layout
- Looking for feedback from the group after sending out a link
- Positives of the new site were shared
- Aiming for a summer launch by August
- FAQ to be shared with families to ease the transition process
- Outdated pages will be eliminated
- Julie Goolsby, Citizen Advisor, suggested focus groups, wireframes mapping and group testing
- Google analytics will be set up on the web pages going forward to see how many hits there are per page
- Dr. Cronin suggested the search bar be more focused on the website instead of the internet, Ms. Karpel confirmed this is to be the case and will look into it to be sure

8. Public Comment

Minutes

There were no participants for public comment.

9. Adjournment

Minutes

The meeting was adjourned at 5:04 p.m. with a motion by Dr. Cronin and a second by Mrs. Memmi