

# COMMUNICATIONS AND COMMUNITY ENGAGEMENT MEETING

JUNE 10, 2024 5:00 P.M.

## 1. Call to Order

### Minutes

Mrs. Schmidt called the meeting to order at 4:00 p.m.

## 2. Roll Call

### Minutes

**Members in Attendance:** Michele Agee, Bob Bennett, Sarah Harmer, Honesta Romberger, Tracey Royo, Ericka Schmidt, and Stacy Winslow

**Citizen Advisors in Attendance:** Megan Rowe and Valerie Pantanelli

**Citizen Advisors Absent:** Julie Kiser and Andrea Mitchell

**Community and Staff in Attendance:** Phil Ayala, Stewart McCarver, and Jason Reifsnyder

## 3. Election of Chair

### Minutes

Following a nomination by Mrs. Royo, with a second by Mrs. Schmidt, Ms. Romberger accepted and was approved as the chair of the committee.

## 4. Approval of Summary Minutes

### Minutes

Following a motion by Ms. Romberger and a second by Mrs. Royo, the Minutes were approved.

## 5. Unfinished Business

### 5.a. Internship Review

#### Minutes

Mrs. Harmer (Karpel) shared the following on the internship review:

- Emma was an excellent addition to the communications department this school year
- She helped with graphic design, social media, event photography, and overall student feedback
- Emma won the Pennsylvania School Public Relations Association Scholarship for work in communications and is interested in pursuing a career in public relations
- She'll be attending Syracuse University in a Public Relations honors program
- To date, there is no interest for next year but the opportunity still exists even if just for the second half of the year

## 6. New Business

### 6.a. Food Services Website and Menus

## Minutes

Mrs. Harmer shared the following on the food services website and menus:

- Food Service will be coming to the district website by the end of June
- There will also be a menu app with photos of the food items
- This will make the menus mobile-friendly, accessible, and translatable
- We will continue to have printable menus for classrooms and parents
- There will be a Food Service newsletter with specific details to follow

## 6.b. Digital Newsletter

### Minutes

Mrs. Harmer shared the following on the digital newsletter:

- We began a monthly digital newsletter at the beginning of the year (January)
- It's been a nice way to engage parents
- Seeing about 1200 viewers every month
- This month, we're trying a slightly different approach: having the newsletter appear in their inboxes as opposed to clicking a link which has generated about 5000 viewers
- The newsletter will return in August with details on back-to-school
- The newsletter is currently sent to parents, posted on our website and on Facebook, may consider a community list for relatable information
- Will include in an upcoming "Did you know" section directions to synch the school calendar to personal calendars

## 7. District Updates

### Minutes

- Valerie Pantanelli shared that the elementary PTO is working on a new communications system with the elementary called Castella
- Mrs. Schmidt suggested a FAQ on the Policy for electronic devices that is on a 30-day review - further communications to answer questions is forthcoming

## 8. Public Comment

### Minutes

There was no public comment.

## 9. Adjournment

### Minutes

The meeting was adjourned at 5:32 p.m. with a motion by Mrs. Schmidt and a second by Mrs. Royo