

# Parkland Community Advisory Council

April 10, 2025

## **PRESIDENTS**

Jennifer Jones  
Desiree Pascal

## **VICE PRESIDENT**

Catherine Garon

## **SECRETARY**

Andrea Scott

**ATTENDEES:** Desiree Pascal, Marisa Ziegler, Jen Jones, Doreen Wynn, Brittany Rabe, Alyssa Avila, Linda Perlman-McKenna, Gina Cook, Andrea Scott, Michelle Minotti, Nicole McGalla

**STUDENT REPRESENTATIVES:** Alyssa Avila

**SCHOOL BOARD REPRESENTATIVE:** Marisa Ziegler

**ADMINISTRATION:** Michelle Minotti, Nicole McGalla

**CALL TO ORDER:** The meeting was called to order by Desiree Pascal at 7:00 pm.

**APPROVAL OF MINUTES:** A motion to approve the minutes from March 2025, was made by Jennifer Jones and seconded by Gina Cook..

**PRESENTATION:** *“Publications and Media Resources” presented by Mrs. Nicole Mehta McGalla*

Communications, Publications, and Media in the District

- Website, Social media- Facebook, X, Instagram
- Print calendars are still distributed to the students, and fully subsidized donations.
- A district wide newspaper is sent out to 25,000 households. This is sent out to all households, not just households with kids.
- A Media Pamphlet that profiles the district is included in the information included in the information sent to colleges for each student.
  - The Profile started when they got rid of class rank
  - The Profile markets the kids better because it highlights Parkland is a District that values the whole child.
- Rise vision boards
- Rapid notification system
- Intranet- employee communication/Parkland Exchange
- Publications: District Profile, PHS Profile, Orientation, Informational/Dedication brochures, Holiday Card, Invitations
- Superintendent Podcast- once per day
- Superintendent Student Leadership Council- meets monthly
- Media Relations- Press Releases, Crisis communication
- Campaign- Vision 2030, Redistricting, etc
- Digital PHS Coursebook (comes out Jan 1st)
  - <https://phscoursebook.parklandsd.org/>
  - Students can put their courses into a virtual wishlist that can be discussed with their counselor
  - A planning document is included on the web page as well

Staff, Student, and Constituent Recognition Events

- Student and staff recognition at board meetings for those who have earned state or national recognition (1st or 2nd place)
- Staff recognition
- School board recognition night
- School volunteer recognition
- Ground breakings, ribbon cuttings, legislative breakfasts, coffee with the superintendent, breakfast with the superintendent

#### Community Liason Opportunities

- Advertising/Sponsorships- \$339,385 was brought in by the district with advertising and sponsorships
- Program REACH
- Parkland Education Foundation
- Sports advertising, newsletter advertising, calendar advertising, agenda planners, event sponsorships, foundation support, in-kind advertising
  - For example: Zen water donated 24 pallets (using it for field days, post prom,

#### How PSD communicates

- A robust website
- 10k followers on facebook 4100 followers on x, 4579 instagram 2k linked in
- 25k newsletters

Parents, students and staff need to know who parkland is, what the district offers, when it is available and where the events will take place and why they should be a part of Trojan Nation! PSD is obligated to be good stewards of the taxpayer's money with fiscal responsibility and transparency of how money is spent

Media is always looking for the next big story and we want to make sure that they portray parkland in an accurate way and positive as possible. Media stories are pitched all the time but it is hard to get media coverage.

PSD is looking to rebrand logos and has identified the following objectives:

- look modern and up to date via updated parkland "P" that honors tradition while reflecting a contemporary design
- create a consistent brand across the district with unification of school mascots
  - AI was used for new logos and products
  - PSD make a repository of logos and there is a brand sheet for people to use for consistency

The biggest challenge for community engagement: it is hard to get everyone's attention because there are so many things outside distractions pulling focus away. PSD uses multiple messaging tools to get the info out there so people will see it multiple ways. If we don't talk about the positive things within the district, no one will!

**SCHOOL BOARD REPORT:** Marisa Ziegler presented a report highlighting the topics discussed at the 4/7/2025 School Board Meeting. For more meeting details, please view the minutes and recordings online on the PSD.

#### Academics, Arts & Athletics

- Agreement between Lehigh University and Parkland to have school psychology interns for the 25/26 school year

- Middle School program of studies change – deletion of “Career Exploration and Decision-making” which overlaps significantly with Info Tech and Health classes, addition of “Innovation Design Lab” which will focus on Robotics and Makerspace Problem Solving Skills and will align with the new STEELS Standards.

#### Facilities & Operations

- 8<sup>th</sup> grade chromebook refresh
- Bus cameras for new buses
- Recommendation to approve the bids for Phase 3 of the operations center

#### Policy & Finance

- Reviewed the budget reduction efforts, that were discussed at the last board workshop, for the 25/26 budget process

#### Upcoming Meetings

##### Committee Meetings

AAA Board Committee Meeting – Monday, May 5, 2025 at 5:00 pm

F & O Board Committee Meeting – Monday, May 5, 2025 at 6:00 p.m.

P & F Board Committee Meeting – Monday, May 5, 2025 at 7:00 p.m.

##### Board Meeting

Board Workshop – Tuesday, April 15, 2025 – 6:00 p.m.

Board Meeting – Tuesday, April 15, 2025 – 7:00 p.m.

Budget Seminar– Friday, April 25, 2025 – 8:00 a.m.

### **STUDENT REPORT:**

#### **Arts**

- The high school's spring Musical Les Miserables ran from April 2-6, with multiple nights sold out
- Parkland students are performing at PMEA All-state Orchestra, Chorus, and Band at the Kalahari Convention Center this weekend
- Festival of the Arts will be held on May 17

#### **Academics:**

- The annual Biomedical Symposium was held throughout the school yesterday, on April 9
- The 3rd quarter ended on April 3
- Key Club is hosting MiniTHON this weekend.
- Prom is May 3rd, and the theme is Floating Lights.
- Students competed at the state FBLA competition at Hershey on April 7-8, with 17 qualifying for nationals

#### **OLD BUSINESS: none**

**NEW BUSINESS:** none

**ROUNDTABLE:** n/a

**MOTION TO ADJOURN:** At 8:00 pm, a motion to adjourn was called. Gina Cook moved, with Marisa Ziegler seconding the motion. The motion passed unanimously.

Respectfully Submitted,  
Andrea Scott