

COMMUNICATIONS AND COMMUNITY ENGAGEMENT MEETING

09/23/2024 [04:00 PM-05:00 PM] @ Board of Directors Room

1. Call to Order

Minutes

Ms. Romberger 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 (virtually), and Stacy Winslow

Citizen Advisors in Attendance: Megan Rowe

Citizen Advisors Absent: Valerie Pantanelli

Community and Staff in Attendance: John Fready

3. Approval of Summary Minutes

Minutes

Following a motion by Mrs. Royo and a second by Mr. Bennett, the Minutes were approved.

4. Unfinished Business

5. New Business

5.a. Newsletter Update

Minutes

- Newsletter Data
 - August Back to School Edition - 7500 views, September - 5700 views
 - August newsletter received 1000 views in less than 20 minutes

5.b. Community Engagement Events

Minutes

Community Night at the Elementary School

- Avenues for advertising the community night hoping to capture everyone in our community:

- District Website
- District Social Media
- Board Meetings and General Services Meetings during Crabtree Presentations
- Derry Township E-Newsletter
- Front page of Hummelstown Sun September 26 Edition
- District School Newsletter
- Email to all families
 - It's an opportunity to engage with the community on the elementary school project and get their feedback
 - A recording will be available afterward for those not able to attend
- The new stadium
 - An exciting addition to our school community
 - The first HHS stadium home game, brought in the largest student section than ever before
 - Last week, during mass band night, we sold more tickets than on our best night at Hershey Park over the last three years
 - Positive and constructive feedback, we're making adjustments as we go
- LinkedIn for HHS
 - A 2013 HHS graduate reached out with a suggestion to make an HHS school LinkedIn page for students, alumni, and staff as a way to create professional connections
 - This was launched that last week and will work with that graduate to get some engagement on the page
 - The page is published and shared on our website and social media channels

5.c. Crisis Communication Planning

Minutes

- Crisis Communication Update
 - Mr. Grudi and Ms. Harmer are working together to review and update the crisis communication templates
 - This includes identifying a number of scenarios that would require parent/staff/media communication
 - Mr. Grudi and Ms. Harmer attended a tabletop exercise with the Hershey Entities and state and federal law enforcement to simulate a crisis across the Hershey area
 - This exercise included representation from Derry Township, Milton Hershey School, Hershey Foods, Hershey Entertainment, Derry Township Police Department, Hershey Fire Company, Penn State Medical Center, and DTSD
 - They were given a scenario that impacted all areas of Hershey, and they practiced responding to and communicating with their entity
 - All of the Public Information Officers, Ms. Harmer, from each entity met ahead of time to meet each other and build a working relationship
 - Led by Timothy Roche at the police department
 - It was the first time in 14 years that all the PIOs had been in the same room

- Implementation of a chain of command for communications in the event Ms. Harmer is unavailable

5.d. Board Updates

Minutes

- Ms. Harmer plans to share items like the following during a quarterly update during a board meeting and asked for thoughts from the committee members:
 - Upcoming community events (major sporting events, building project events, school community events such as PBIS night)
 - Engagement metrics from the newsletter and social media
 - Recent media (such as interviews by Dr. Winslow)
 - Major projects of public interest
 - Community engagement success stories – perhaps a summary of our achievements from the last quarter.

6. District Updates

Minutes

Ms. Harmer had shared some specifics during previous items on the agenda.

7. Public Comment

Minutes

There was no public comment.

8. Adjournment

Minutes

The meeting was adjourned at 4:32 p.m. with a motion by Mrs. Royo and a second by Mr. Bennett