UPPER PERKIOMEN SCHOOL DISTRICT
Education Center
2229 E. Buck Road
Pennsburg, PA 18073

Communication Committee Meeting
January 22, 2026, 5:45 p.m.
Education Center – Conference Room A

CHAIR:
Elizabeth Fluckey

EX-OFFICIO:
Melanie R. Cunningham, President

MEMBERS:
Sarah Bieber
Monica Oswald

STAFF:
Dr. Allyn Roche, Superintendent
Alexis Jenofsky, Director of Communications

AGENDA/MINUTES

1. Call the Meeting to Order / Attendance – In Attendance Mrs. Fluckey, Mrs. Bieber, Mrs. Oswald, Mrs. Cianfrani, Mrs. Konopelsky, Mrs. Jenofsky, Dr. Farina

2. Approval of October 23, 2025 minutes- Accepted

3. Discussion: Topics for Discussion on Current Projects and Focus Areas for UPSD Communications
    - **a.** District Communication Updates
        - i. Welcome Emily Foreman for communications and Mia Ulmer for media - Community service students from the high school working on district communications and media projects
        - ii. ADA - Title II updates and digital accessibility - federal requirements apply to websites, digital documents, learning platforms, and family communication tools. This means equal access to digital content/communications within the school district for all individuals with disabilities. UPSD falls under the April 26, 2027 deadline for state and local enforcement of these requirements. The district is participating in a regional digital accessibility workgroup, the creation of an internal district team, and ongoing collaboration with vendors. This will require shared responsibility across the district in order to complete within the time frame.
        - iii. Communication Audit Results - 268 families across all buildings responded to questions about the district, schools, teachers, and athletic

**Please note all meetings will be no longer than 45 minutes.*

communications. Some of the concerns included communication overload (messages from clubs, athletics, schools, and the district), repetition and lengthy messages that are difficult to digest, frustration with how lunch menus are shared and accessed, transparency/clarity of incidents, too many platforms, challenges navigating ParentSquare when families have students in multiple buildings, concerns with short notice of schedule changes in athletics, early dismissals, and transportation challenges with athletics. Some positive remarks were that parents love the principal's weekly updates, sharing great things going on at the schools, and families are able to access messages.

iv. ParentSquare Family Messaging - parents can send direct messages to students

v. Athletic Branding - The goal is 1year from now to have our athletic brand chosen, working on establishing an updated athletic brand with students: in the process of meeting with winter sports captains. Continued collaboration with the Delaware Tribe of Indians, Jeremy Johnson..

vi. What's UP Upper Perk - Students are interviewed about what's going on in their schools, you can find on Facebook and Utube Upper Perk

vii. Podcast Network - you can find Superintendent Roche and UPHS student's podcasts on UPSD.org, Apple podcast, Spotify, and other platforms; The Perk Playbook is an UPTV radio podcast about sports; Wait Let's Talk About It is an UPTV radio podcast

viii. What is going on/What is upcoming -

1. January 26-30 Great Kindness Challenge Spirit Week
2. January 29 Ace the Interview
3. February 2 Bocce Game at HS
4. February 6 Marlborough and Hereford Sweetheart Dance
5. February 18 Community Conversations at YMCA
6. February 25 Gold Card Show for Seussical Jr. at the UPMS
7. February 26 UPSD Innovation Fair
8. February 27-28 Seussical Jr. at the UPMS
9. February 28 Mini-Thon
10. March 2-6 Read Across America Week

NEXT MEETING: March 26, 2026 at 6:00pm

Mission: To promote clear, concise, & respectful communication throughout the district & community.
Vision: Create a forum that encourages effective dialogue to proactively respond to the needs and concerns of the district community.

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