

COMMUNICATIONS AND COMMUNITY ENGAGEMENT

01/12/2026 [05:00 PM-06:00 PM] @ Board of Directors Room

1. Call to Order

Minutes

Ms. Romberger called the meeting to order at 5:00 p.m.

2. Roll Call

Minutes

Members in Attendance: Michele Agee, Lesa Brackbill, Sarah Harmer, Honesta Romberger, Tracey Royo, and Stacy Winslow

Members Absent: Stewart McCarver

Citizen Advisors in Attendance: Jason Ernest and Shawna Harrell

Citizen Advisors Absent: Lauren Doliner

Community and Staff in Attendance: Phil Ayala, Jodie Dermo, and Jenn Renz

3. Election of Committee Chair

Minutes

Mrs. Royo nominated Ms. Romberger to remain chair of the committee. Following a motion by Mrs. Brackbill with a second by Mrs. Royo, Ms. Romberger remains chair of the committee.

4. Approval of Summary Minutes

Minutes

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

5. Unfinished Business

6. New Business

6.a. High School Internship Program Update

Minutes

Ms. Harmer shared the following:

- there wasn't an intern for last year
- Eva, current high school senior is on the Internship Program this year
- she will be studying Communications after high school - already received multiple acceptances
- she works 8-10 hours a week as an Intern doing the daily high school announcements slides, attends school events, works on media posts for the high school accounts

6.b. Newsletter Update

Minutes

Ms. Harmer shared the following:

- completed 23 editions of the S'More Newsletter since January 2024
- average approximately 5800 views each newsletter, with an average reading time of about 5 minutes
- average about 300 link clicks per newsletter
- the August back-to-school newsletter is the most viewed
- added a community subscription to the newsletter - mostly grandparent subscribers

6.c. Collaboration with Neighboring School Districts

Minutes

Ms. Harmer shared the following:

- all local school communicators in the dauphin county and York area have begun a quarterly meetup to discuss things that concern school districts as communicators to collaborate in a larger team
- one of the biggest discussions has been the new web accessibility requirements for districts
- there is a mutual understanding between DTSD, Mechanicsburg School District and York Suburban School District to support each other in the event of a major emergency if needed

6.d. Web Accessibility Requirements

Minutes

Ms. Harmer shared the following:

- the Department of Justice mandated an accessibility requirement
- a public entity, other than a special district government, with a total population of 50,000 or more shall begin complying with this rule on April 24, 2026
- a public entity with a total population of less than 50,000, or any public entity that is a special district government, shall begin complying with this rule on April 26, 2027
- DTSD population is less than 50,000 and will need to comply by April 2027
- compliance with Web Content Accessibility Guidelines (WCAG) requires features like image alt text, accessible PDFs, video captions, and keyboard-friendly websites and apps
- DTSD is already doing this work on our website with board meetings, alt. text on picture, high contrast colors, and limiting the use of PDFs in mass communications

- DTSD utilizes software that sweeps the website for accessibility issues
- items to be updated are community flyers, PDFs, printable menus, forms, board minutes, etc.
- does not include "archived" information on social media or the website
- we will look to our neighboring districts that are required to meet the requirements by April 2026 to see what they have done
- staff training will take place to educate everyone on the importance and requirements of ADA standards

6.e. Act 34 Hearing and District-wide Mailing

Minutes

Ms. Harmer shared the following:

- an Act 34 hearing is a public hearing required by a 1973 Pennsylvania law that school districts must hold before starting a new construction project
- the hearing provides the public an opportunity to review the project's plans, costs, alternatives that were considered, and expected tax impacts
- the goal is to ensure transparency and allow community feedback before a district commits to a large expenditure
- there will be a newsletter sent by mail to every residence in Derry Township once there is confirmation of the final numbers

7. District Updates

Minutes

There were no additional updates to discuss.

8. Public Comment

Minutes

There was no public comment.

9. Adjournment

Minutes

The meeting was adjourned at 5:37 p.m. with a motion by Mrs. Royo and a second by Mrs. Brackbill