

Communication Committee Notes

October 14, 2019

4:00 pm – 6:00 pm

South Coast ESD Board room

Attendees: Allyson McNeill, Billie Reeves, Connie Cooley, Sam Aley, Cynthia Voller (via conference call), Dave Stauff, Fred Brick, Joyce Merchant, Sam Aley, Tenneal Wetherell, Kathy Metzger

Communication CIP Goals:

- a. Complete a strategic communications plan with three years of activities by October 31, 2019.
- b. Using the communication audit as a guide, prepare a communication “brain” for the district by June 30, 2020.
- c. Based on the audit document, implement three new internal and external communication strategies by June 30, 2020.
- d. Given the communication and marketing strategies, develop a process to integrate them throughout the organization and develop sustainable structures to ensure they are consistently implemented by December 1, 2019.
- e. SCESD staff will encourage involvement with the equity perspective through marketing/communication strategies, sharing SCESD plan and providing side by side supports by June 30, 2020.

Communication Long Range Plan Goals:

- a. Given the customer service survey in the area of communication, participants will respond agree to strongly agree that the participants receive timely and pertinent information to the plan year percentage rate.
- b. Given the customer service survey in the area of communication, participants will respond agree to strongly agree that they utilize the website for information that assists them with their individual needs to the plan year percentage rate.
- c. Given the customer service survey in the area of communication, participants will respond agree to strongly agree that they receive information from at least three sources (email, website, remind, department meetings/communications, letters home etc.) and the information was timely and pertinent to the plan year percentage rate.
- d. Given the customer service survey in the area of communication, staff will respond agree to strongly agree that the district has improved communication that is relevant and engaging from year to year to the plan year percentage rate.

AGENDA (please remind attendees to check if the downstairs alarm is set before exiting)

1. Action item review

ACTION – Discussion to customize create/market location/types of injuries posters of our own, use as reminders for transitioning to classrooms/other districts. COMPLETED.

ACTION – Keep an eye out for additional community events. ONGOING.

ACTION – Dave will updated the new employee information template and we will start using with the next hire. COMPLETED

ACTION – Tenneal & Dave to contract with Bandon to complete a communication audit for the district by the end of April. COMPLETED

ACTION – Dave and Kathy will work with IT to place the disclaimer at the bottom of the email invitation in WebEx after new Tech Director is hired. By 1/31/20.

ACTION – Kathy to provide Board information form to board members at April 9th board meeting. COMPLETED.

ACTION – Dave to work with Justin and Kathy to create a Committee webpage with list of members, meeting dates/times, etc. by August 15th. COMPLETED

ACTION – Kathy will laminate and have safety posters up by April 15th. COMPLETED

ACTION – Dave to work with Kathy and the Business office to create communications announcing All Staff Day, August 22, 2019 by the end of April, 2019. COMPLETED.

ACTION – Tenneal to work on an Organizational Committee information white paper COMPLETED.

ACTION – The Communication Audit subcommittee will work on the next section to bring to the committee meeting. COMPLETED.

ACTION – Contract Performance Evaluation Process to May 20 meeting. COMPLETED.

2. **Branding/Marketing**

- Google suite – the team discussed how to seamlessly share documents using Google chrome, paperless meetings, making documents, etc. available to committees or everyone, being able to edit documents, access anywhere, HIPA/FERPA issues, or use Dropbox.

ACTION – The team agreed to continue to explore options.

- Newsletter and Bulletin Board – the team reviewed the Bulletin Board, do we need to or go back to doing a newsletter, would it be digital, use Mailchimp, quarterly/seasonally, what is the message and who would it be going to, put in staff or program profiles? Should we do a spotlight employee?

The team agreed the appreciation cards are well received.

ACTION – Keep the Bulletin Board and try the Newsletter and offer no less than quarterly.

Additional information to the committee - the organization is moving towards generalized program email addresses and then assign them to staff.

- Gold Beach (trio, student pictures, professional norms, outside) – we will be using the same colors, logos and branding as the CB office. The project includes new windows, doors, paint, security system and fence. We will be taking out the flag pole and landscaping.

3. **Communication Plan**

- Review Communication Audit – the team reviewed the draft audit and the ESD is emerging/established in most of the goals/needs.

- Update on progress of Strategic Communication plan – the team agreed survey tools need to be created and focus groups are needed.

4. **Website**

- Review progress/needs – Dave reviewed the Careers page in addition to other SCESD web pages, the team shared appreciation of the forms library, that there will be updated information with professional pictures, links to state pages, ,

ACTION – Administrators will send additional forms to Dave to put on the Forms Library for staff use.

5. **Internal/External**

- Remind subcommittee – The subcommittee will work on the deployment of the app., review how would the administration and staff members use it.

ACTION – Joyce, Dave, Tenneal, Sam and Cynthia agreed to be the subcommittee

- Other strategies discussion – the team discussed how to reach out to staff in addition to e-mail to better communicate,

- The Book of Faces – is a product of the communication committee and provides information as to who people are and what they do.

ACTION – The team requested to list staff by department with program descriptions.

ACTION – The team would like to keep the book but will survey the staff for next year.

6. **Communication Survey tool**

- Review goals – see long range plan goals above.

- Subcommittee to design survey questions – keep to approximately 10-15 questions.

ACTION – Billie, Allyson and Connie agreed to subcommittee with Allyson to lead the team.

19/20 committee meetings scheduled in the SCESD board room from 4:00-6:00 pm on the following dates:

Oct. 14

Jan. 13

April 13

June 8 – if needed.

COMMITTEES GET TOGETHERS – NOV. 18, MARCH 16, MAY 18 FROM 4-6 PM IN THE SCESD CONFERENCE ROOM

19/20 committee members:

Board – Fred Brick, Billie Reeves

Administrators – Chairs Dave Stauff and Tenneal Wetherell, Allyson McNeill, Kathy Metzger

Licensed staff: Sam Aley

Full-time staff: Connie Cooley

Part-time staff: Open