

Communication Committee Agenda

October 15, 2018

4:00 pm – 6:00 pm

South Coast ESD Board room

Attendees: Tenneal Wetherell, Cynthia Barthuly, Dave Stauff, Fred Brick, Billie Reeves, Barbara Buckley

Absent: Cynthia Voller

Communication CIP Goals:

- Develop tools to provide professional development on each of the Professional Norms to be sent out with the bulletin.
- The organization will develop/display consistent strategic branding throughout the organization
- Re-establish the goals/outcomes of the committee group.
 - Team members commit to fully engage in meetings and activities
 - Establish goals and review at board meeting
 - Confirm attendance requirements
 - Share quarterly at board meetings the attendance rates
- Develop a marketing campaign for safety.
- Increase the ESD staff understanding and ability to communicate the LSP.
 - Address the LSP at All Staff Day
 - Embed LSP training in PIPs
 - Help staff prepare an elevator speech re. the ESD

AGENDA

1. Branding/Marketing

- Dave reported on the Person First Language, Guiding Principles, Professional Working Agreements and the Equity Tool displayed throughout the building. First steps going well.
- Signage – Board/Conference room logo will also go over the building front door. Art Signs will also be updating the entry way sign to the front parking lot.
- The team discussed the need to utilize branding tools consistently throughout the organization to help improve messaging, culture, behavior. It also needs to be imbedded in programs/projects funds need to be provided to help the marketing.
- The Regional Achievement Compact has asked for and is moving ahead with our Equity tool. We are also sharing with other ESD/State/Organizations

ACTION – We need to articulate in other areas and thread through the entire organization.

Dave will work on portable signs for events like Shore Acres.

Art Signs working on quote for over the front door and the front parking lot entry way.

2. Communication Audit/Plan

- Dave working to try to find a communication tool kit.
- Tenneal and Dave reported some failed starts, that this is a bigger issue, internal/external/up and down.
- The team agreed that we need to identify stakeholders, outline all pieces/parts of information that goes out and the communication is only as good as the person assigned/remembers to do it.
- How are we communicating – emails, letters, social media.

- What are the purpose and goals of communication? What is the target and how to get more bang for buck but not over the top?
 - Tenneal reported the SCESD Facebook page now accessible. The team discussed what to use it for/comfort level. Leave it as a static page with job descriptions and how much would it cost to monitor.
 - Continued discussion of what employment/job postings might look like, who might “friend” the page, what privacy settings can be set, we should include who we are/what we do.
 - Other social media options to look at include Snap chat/Instagram/Linked In. Linked In is more of a business/professional platform.
 - Tenneal reported we are currently posting on the World Link and a regional/community Facebook page, COSA, School Spring, Indeed, Craig’s list for specific positions, Work Source, South Coast Shopper, Flyers with tear-off sheets, ASHA, Nurse communication board.
 - Once we decide the platform we will need to update messaging for potential job candidates when they reach our website/information, how to convey the culture/value/work of the ESD.
- The team discussed the communication survey from last year and how this would help us set up a plan to communicate and timing of information, the need to possibly designate a communication person – the need for a system not just someone to remember and to set up parameters of communication.
- ACTION** – Dave to mock up a static page/who we are/what we do/employment opportunities.
- Dave to come up with a comparison with Linked In (free and membership) and Facebook.
 - Dave to average how much time it would take to monitor the Facebook page.
 - Fred to send SWOCC job posting information to Kathy M.
 - Dave to develop a template for a communication plan.

3. Local Service Plan

After reviewing the Customer Assistance survey it was recognized there is a reduction in understanding of the LSP.

- Tenneal reported a full reboot of new employee day and a need for more consistent messaging in programs, a need to have an elevator speech for staff to provide concise information using strategic statements including the purpose of our work with district and the services offered.

ACTION – Dave to work on developing a brochure/card/chart/pamphlet with information including the importance of the LSP and provide it to program meetings.

4. Safety Campaign (Brandie PIP)

Tenneal has taken on until June and then back to Brandie/Operations.

The team discussed ways to incentivize safety and noted there are no current safety signs up. Nothing in classrooms currently/in bathrooms/in strategic places where we’re seeing issues.

The Safety coupon doesn’t have the same impact. Suggestions were to email, put in the bulletin board, imbedded in all staff day and in programs.

After this morning’s fire drill it was recognized we need to be better informed of emergency drills and have exits posted.

Discussion of the current accident reports/801 and SCESD is now in the high cost risk pool.

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

- Have exits posted.
- The need to re-energize the safety coupon with suggestions to keep a count of days with no accidents/put a counter on the website and to digitize the coupon.

5. **Strive to THRIVE**

- Bulletin Board

Do we need a newsletter format?

ACTION – Dave and Kathy to mock up a newsletter format. Include community/cultural/climate information.

Create a communication calendar of items with strategic information.

Formalize communication of new employee's information

- Website – up and fully functional. Clean up continues and the new site information will be communicated.

Tenneal requested the trilogy to the superintendent page.

- Community engagement – Egyptian Theatre for January and April.

No National Night out due to community/Police/Fire budget constraints.

Party in the Park in July

Shore Acres in December.

ACTION – Keep an eye out for additional community events.

- Employment – orientation vs. on boarding.

ACTION – New Employee day changed to 2 half days. Financial/insurance information being reviewed and how better to communicate to staff. Suggestion to create a video with insurance information. Create training materials.

- Surveys – review all surveys

Professional Development to Governance

Midyear new employee check survey – update and see if changes the organization works.

ACTION – Review/update and send out midyear.

Communication – new data

Technical skill

Customer Satisfaction – to districts

Exit survey

ACTION – Review Customer Appreciation to change/update questions, PD questions.

Kathy M to send copies of the Midyear check and Customer Appreciation surveys to committee members for review and discussion at the next meeting.

- Employee appreciation gifts for this year

ACTION – Kathy M to look at neoprene lunch bag.

ACTION

- Billie Reeves will be presenting at the Board meeting.

COMPLETED