

Communication Committee Agenda

March 18, 2019

4:00 pm – 6:00 pm

South Coast ESD Board room

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. **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.

The team reviewed the posters purchased.

- Have exits posted.

ACTION - Formalize communication of new employee's information

Dave presented a draft email template. The team discussed what information to provide about a new employee.

ACTION – Keep an eye out for additional community events.

Autism movie – 4/20 at 2:00 pm at the Egyptian.

2. **Branding/Marketing**

- Follow up on portable signs for events/meetings

- Job Fair

- Signs

- Colt Signs

- New sign above the front door

- Signage at the back entrance

- Hiring flags

- ECSE

3. **Communication Plan**

- Communication "Brain"

- Brain items - Welcome, Purpose and History

- Communication Audit

- Draft WebEx disclaimer

4. **Website**

- Review progress:
- Forms library
- Employment page
- Draft Board of Directors page

5. **Safety Campaign**

- Safety posters
- Locations
- Spanish

6. **Strive to THRIVE**

- All Staff Day 2019
- PD Plan 2019

7. **Organizational**

Contract Performance Evaluation Process
Survey Monkey
Adobe

8. **Future**

- LSP elevator speech
- Communication calendar

ACTION

- Which board member will present at the Board meeting?

COMPLETED