

Communication Committee Notes

March 18, 2019

4:00 pm – 6:00 pm

South Coast ESD Board room

Attendees: Barb, Fred Brick, Billie Reeves, Dave Stauff, Cynthia Barthuly, 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. **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.

- Exits have been 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.

After discussion the team chose to ask for the top three things and ask if the new employee would like to include a picture.

ACTION – Dave will updated the template and we will start using with the next hire.

ACTION – Keep an eye out for additional community events – on going.

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

ACTION - Cynthia to work with Dave to update the power point to run before the movie to include the CB Lions information by 4/20.

2. **Branding/Marketing**

- Follow up on portable signs for events/meetings – the team reviewed Group Norm/Equity/About Us
- Job Fair – Review of the new job fair handouts and the visuals that were presented this past Sat. at the SOU job fair. Next job fair April 1 & 2.

- Signs – Dave presented a visual of each:

- Colt Signs – review of proposed sign.

- New sign above the front door - completed

- Signage at the back entrance - completed
- Hiring flags - completed
- ECSE – below the sign in the back entrance. Dave working with Kassie to design. There will also be signs directing traffic to the classroom.

3. Communication Plan

- Communication “Brain”

- Brain items - Welcome, Purpose and History – drafts presented to the team, discussion of the spotlight employee and why it has stopped.

- Communication Audit - the subcommittee purchased a rubric, provided a copy of the first section and copy of current practices and needs. The team discussed the documents, the use of the subcommittee recommendations, implementation by the organization over the course of a couple years, the need for sustainability of the program regardless of who is running the program, systems and procedures to go into the Communication “brain”.

Dave moving into the lead communication position to provide a consistent message, different ways/systems to use to communicate with staff.

Discussion of how to have more staff participation, ways to facilitate participation (stipends, etc.),

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

- Draft WebEx disclaimer – the team discussed availability of WebEx for staff, how it works, training will be provided, how loud/soft to have the sound.

ACTION – Dave and Kathy will work with IT to place the disclaimer at the bottom of the email invitation after new Tech Director is hired.

4. Website

- Review progress:

- Forms library – Dave, Justin and Kathy M working on a centralized location for or organizational forms.

- Employment page – Vastly improved, changed the title to Careers. Brandie and Dave continuing to work on different types of applications, etc.

- Draft Board of Directors page – the team reviewed the Board Website Form. Pictures and board information to be gathered, update board policies page, etc.

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

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

5. Safety Campaign

- Safety posters

- Locations – classrooms, wellness center, hallways, offices, etc.

- Spanish – completed.

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

6. **Strive to THRIVE**

- All Staff Day 2019 – Tenneal shared the organization would keep the THRIVE theme for the next few years.

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.

- PD Plan 2019 – Tenneal shared there would be no PD survey this year and that the organization would work on prior requests of equity, technology, etc. The PD will be presented by the program administrator with participation of central office staff included.

7. **Organizational**

Contract Performance Evaluation Process – **TABLED TO NEXT MEETING.**

Survey Monkey

Adobe

8. **Future**

- LSP elevator speech

- Communication calendar

ACTION

- Which board member will present at the Board meeting?

ACTION - Fred and Billie to share information.

FOR NEXT MEETING

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

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

ACTION – Contract Performance Evaluation Process to May 20 meeting.