

## Communication Committee Agenda

May 20, 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.

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

#### **Action Items from March meeting**

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

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

**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.

**ACTION** – Kathy to provide Board information form to board members at April 9<sup>th</sup> 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 15<sup>th</sup>.

**ACTION** – Kathy will laminate and have safety posters up by April 15<sup>th</sup>.

**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.

**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.

2. **Branding/Marketing**
  - Google suite
  - Mailchimp (newsletter)
3. **Communication Plan**
  - Communication “Brain” – Step 2
4. **Website**
  - Review progress:
    - Board of Directors page
    - YTP webpage
5. **Safety Campaign**
  - Review campaign process
  - Safety goals
6. **Strive to THRIVE**
  - Update and brainstorm
7. **Organizational**
  - Contract Performance Evaluation Process
8. **Future**
  - LSP elevator speech
  - Communication calendar
  - Curriculum webpage

## **ACTION**

- Which board member will present at the Board meeting?