

Communication Committee Notes

May 20, 2019

4:00 pm – 6:00 pm

South Coast ESD Board room

Attendees: Barb Buckley, Cynthia Barthuly, Cynthia Voller, Tenneal Wetherell, Kathy Metzger

Absent: Billie Reeves, Dave Stauff, Fred Brick

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 drafts of posters from Dave and what was posted for Distracted Driving month.

ACTION – Put “It Was Just” in a larger format, add the “Just” pledge, images and SCESD logo.

ACTION – Slips/Trips/Falls with sneakers – make 10 copies for classroom disbursement.

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

Action Items from March meeting

ACTION – Dave will update the new employee information template and we will start using with the next hire. We have received good feedback but pictures haven’t been included yet.

ACTION – Tenneal & Dave to contract with Bandon to complete a communication audit for the district by the end of April. Tenneal met with the Bandon district and the will not be doing this.

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 9th board meeting. 3 forms have been returned by the board. Kathy will follow up with the remaining Board members and have all forms by 6/30.

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

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. TODAY

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

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

2. Branding/Marketing

- Google suite –

ACTION – to move everything to Google over the next year.

ACTION – Discussion at first committee meeting next year.

- Mailchimp (newsletter) – use as a newsletter to send out 4 times a year.

Question – would we still need to do the Bulletin Board, it has a different purpose?

ACTION – Dave to have a newsletter out in the fall.

ACTION –Tenneal/Kathy to provide survey at All Staff Day/Communication break and ask questions like what should go in the Bulletin Board and how often should it go out?

3. Communication Plan

- Communication “Brain” – Step 2. Reviewed Communication Audit.

4. Website

- Review progress:

- Board of Directors page to be completed by August 30.

- Forms library to be completed by June 30.

- YTP/Curriculum webpage to be completed by August 30.

5. Safety Campaign

- Review campaign process

- Safety goals

ACTION – new Safety Coupon to be presented at All Staff Day.

ACTION – the Safety committee will be providing a Safety break during All Staff Day.

ACTION - add a Communication break to All Staff Day and ask staff to complete Communication survey.

6. Strive to THRIVE

- Update and brainstorm

ACTION – Review of THRIVE with Attitude and speaker at All Staff Day.

7. Organizational

- Organization Committee List – white paper presented and the team discussed how to encourage participation, pay stipends/hourly with a request to discuss with the board for their input.

Review of the committees that exist and what is covered during their meetings.

ACTION – Tenneal and Kathy will work on this over the summer and present to the board at their retreat on 8/17.

- Communication Audit – review of the subcommittee suggestions from the audit document, discussion of using the REMIND app., and focus groups.

ACTION – Add question about Facebook/social media needs for in Communication survey for All Staff

Day.

ACTION – Tenneal/Kathy to research using the REMIND app for a one year trial.

ACTION – The audit subcommittee will complete the communication audit over the summer and present to the team at the first meeting of the 19/20 school year.

- Contract Performance Evaluation Process – the team completed the evaluation process for Survey Monkey.

8. Future

- LSP elevator speech

- Communication calendar

ACTION

- Which board member will present at the Board meeting?

ACTION – no board member present. Ask Tenneal to present at June board meeting.