

## Communication Committee Agenda

October 14, 2019

4:00 pm – 6:00 pm

South Coast ESD Board room

### **Communication CIP Goals:**

- a. Complete a strategic communications plan with three years of activities by October 31, 2019.
- b. Using the communication audit as a guide, prepare a communication “brain” for the district by June 30, 2020.
- c. Based on the audit document, implement three new internal and external communication strategies by June 30, 2020.
- d. Given the communication and marketing strategies, develop a process to integrate them throughout the organization and develop sustainable structures to ensure they are consistently implemented by December 1, 2020.
- e. SCESD staff will encourage involvement with the equity perspective through marketing/communication strategies, sharing SCESD plan and providing side by side supports by June 30, 2020.

### **Communication Long Range Plan Goals:**

- a. Given the customer service survey in the area of communication, participants will respond agree to strongly agree that the participants receive timely and pertinent information to the plan year percentage rate.
- b. Given the customer service survey in the area of communication, participants will respond agree to strongly agree that they utilize the website for information that assists them with their individual needs to the plan year percentage rate.
- c. Given the customer service survey in the area of communication, participants will respond agree to strongly agree that they receive information from at least three sources (email, website, remind, department meetings/communications, letters home etc.) and the information was timely and pertinent to the plan year percentage rate.
- d. Given the customer service survey in the area of communication, staff will respond agree to strongly agree that the district has improved communication that is relevant and engaging from year to year to the plan year percentage rate.

## **AGENDA (please remind attendees to check if the downstairs alarm is set before exiting)**

### **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 – 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
- Newsletter and Bulletin Board
- Gold Beach (trio, student pictures, professional norms, outside)

3. **Communication Plan**

- Review Communication Audit
- Update on progress of Strategic Communication plan

4. **Website**

- Review progress/needs

5. **Internal/External**

- Remind subcommittee
- Other strategies discussion
- The Book of Faces

6. **Communication Survey tool**

- Review goals
- Subcommittee to design survey questions

19/20 committee meetings scheduled in the SCESD board room from 4:00-6:00 pm on the following dates:

Oct. 14

Jan. 13

April 13

June 8 – if needed

**COMMITTEES GET TOGETHERS – NOV. 18, MARCH 16, MAY 18 FROM 4-6 PM IN THE SCESD CONFERENCE ROOM**

**19/20 committee members:**

Board – Fred Brick, Billie Reeves

Administrators – Chairs Dave Stauff and Tenneal Wetherell, Allyson McNeill, Kathy Metzger

Licensed staff: Sam Aley

Full-time staff: Connie Cooley

Part-time staff: Open