

Communication Committee Agenda

January 13, 2020

4:00 pm – 6:00 pm

South Coast ESD Board room

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.

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, 2019.
- 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.

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

1. Old Business

Action item review

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

ACTION – Dave and Kathy will work with IT to place the disclaimer at the bottom of the email invitation in WebEx after new Tech Director is hired. By 1/31/20.

ACTION – The team agreed to continue to explore document sharing options.

ACTION – The team agreed to keep the Bulletin Board and try the Newsletter and offer no less than quarterly by January 2020.

ACTION – Administrators will send additional forms to Dave to put on the Forms Library for staff use.

ACTION – Joyce, Dave, Tenneal, Sam and Cynthia agreed to be on the REMIND subcommittee

ACTION – The team requested to list staff by department with program descriptions in the Book of Faces – August 2020.

ACTION – The team would like to keep the Book of Faces but will survey the staff by May 2020 for next year.

ACTION – Billie, Allyson and Connie agreed to work on the communication survey tool subcommittee with Allyson to lead the team.

2. **Branding/Marketing**
 - Newsletter update
 - Gold Beach office update
3. **Communication Plan**
 - Communication Audit – questions.
 - Strategic Communication plan presentation – Dave Stauff
4. **Website**
 - Update/review
 - Mailchimp
5. **Internal/External**
 - Remind app update
 - Encourage staff to check email with embedded messages and coffee/Subway card award discussion.
6. **Communication Survey tool**
 - Completed and added to Customer Appreciation survey.
 - Discussion of implementation timeline
7. **Subcommittee assignments:**
 - Newsletter subcommittee
 - Focus group subcommittee
 - Communication webpage subcommittee (by 4/13/20)
8. **Future**
 - Communication brain by 6/30/20
 - Safe Place

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

April 13

June 8 – if needed.

COMMITTEES GET TOGETHERS – 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