

Communication Committee Notes  
January 13, 2020  
4:00 pm – 6:00 pm  
South Coast ESD Board room

Attendees: Tenneal Wetherell, Billie Reeves, Allyson McNeill, Dave Stauff, Connie, Cynthia Voller, Fred Brick, Sam Aley, Kathy Metzger

**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. **1/13 – May need to wait until 2/20.**

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

**1/13 Using Google documents/sharing.**

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

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

**1/13 DISCUSSED AT LEADERSHIP MEETING. MORE FORMS TO BE ADDED.**

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

## **1/13 – SEE THE AGENDA BELOW**

ACTION – The team would like to keep the Book of Faces but will survey the staff. **May 2020**

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

### **2. Branding/Marketing**

- Gold Beach office update – Dave shared pictures of the building and room signs ordered from Art Signs to be installed by March. Tenneal reported on the updates made to the building. There will also be student pictures, commitment to equity and the trilogy installed.

ACTION - 1/21- Title IX to review and make suggestions.

ACTION - Board meeting to be held in GB office in May.

### **3. Communication Plan**

- Communication Audit

- Strategic Communication plan presentation – Dave Stauff

The team reviewed and discussed the draft presented. Discussion of ways to communicate and how does the organization work with the tools available, who is the audience, etc., and the future/possible use of social media.

### **4. Website**

- Update/review – attendees discussed their use of the website.

- Mailchimp – Dave presented a draft which the team agreed to try for a spring newsletter.

### **5. Internal/External**

- Remind app update – the subcommittee will work with one subset of staff who indicated at All Staff Day that they would like to receive notifications. Staff will be emailed how to sign up/get the app and an initial communication will be sent. Initially Admin will start using for district communications.

- Encourage staff to check email with embedded messages and coffee/Subway card award discussion. The team discussed this idea and

ACTION – A variety of emails (Program info/Admin/etc. will be sent out with information embedded for staff to find and respond to win a card.

ACTION - Winners will be announced in the Bulletin Board.

### **6. Communication Survey tool**

- Completed and added to Customer Appreciation survey.

- Discussion of implementation timeline – timeline suggestions included in the spring, on the last All Staff or Program PD day or sometime in May. The team also discussed the update to the survey which will assist in collection of demographic information.

### **7. Subcommittee assignments:**

Newsletter subcommittee – Allyson, Connie, Cynthia

Focus group subcommittee – Tenneal, Billie, Joyce, Sam

Communication webpage subcommittee (by 4/13/20) - Dave, Fred, Kathy M

### **Future**

Communication brain by 6/30/20

Safe Place campaign

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

Create a parent/community/resource night once a year.

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