

Communication Committee Notes

June 8, 2020

4:00 pm – 6:00 pm

South Coast ESD Board room

Attendees: Allyson, Billie, Connie, Cynthia, Dave, Fred, Joyce, Kathy M, Sam

Absent: Tenneal

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. COMPLETED
- b. Using the communication audit as a guide, prepare a communication “brain” for the district by June 30, 2020. COMPLETED
- c. Based on the audit document, implement three new internal and external communication strategies by June 30, 2020. COMPLETED
- 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. COMPLETED
- 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. Moved to Fall 2020.

AGENDA

1. **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. Moving to a different platform and will continue working on to complete by 8/30/20.

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

ACTION – The team agreed to keep the Bulletin Board and try the Newsletter and offer no less than quarterly by January 2020. BULLETIN BOARD OUT WEEKLY AND NEWSLETTER STARTING IN THE FALL.

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

ACTION – Joyce, Dave, Tenneal, Sam and Cynthia agreed to be on the REMIND subcommittee – SUB COMMITTEE TO REVISIT IN THE FALL

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

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

2. Review Long Range Plan/CIP – The team reviewed the items above and agreed the committee and subcommittees had done a good job throughout the year.
3. Gold Beach office – the team reviewed the pictures of new signage – the rest of the signs will be put up this week. COMPLETED.
4. Safe Space campaign – new campaign starting in the fall. SCESD to provide training summer/fall.
5. Book of Faces – the team reviewed the new draft layout and gave OK to move forward.
ACTION – The team requested to publish the book of faces on the SCESD website.
6. Newsletter
- Format – team reviewed draft of MailChimp newsletter, update in the fall with pictures from All Staff day, in service meetings, letter from the Superintendent, etc.
ACTION – implement in September.
7. Review on-line platform options – the team discussed the use of ZOOM and agreed with the Leadership team to move forward with the platform. Discussion of concern about HIPA/FERPA compliance.
ACTION – request to Admin/Technology to confirm it is compliant for use.
8. Ideas for next year – what do we want to keep, discard or add?
Continue with Zoom meetings with parents, districts, state meetings.
Map of offices/programs in the lobby for visitors to find spaces more readily.
Create Zoom rooms for staff parties, get togethers – movies, holidays, etc.

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