

Communication Committee Notes

October 19, 2020

4:00 pm – 6:00 pm

via Zoom

Attendees: Allyson McNeill, Chuck Ostmeyer, Fred Brick, Jason Moore, Jenifer Bestevenn, Tenneal Wetherell, 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. SCESD will act as the Ready Schools, Safe Learners (RSSL) reopening advisor providing on-going assistance to the regional school districts.
- b. SCESD will provide at least three COVID updates per month to staff via staff-bulletin, emails, website and letters.
- c. SCESD leadership will provide at least monthly COVID communications/updates to parents via telephone calls, video conference, website updates or letters.
- d. SCESD will maintain with new monthly content, COVID webpages to include information on Coronavirus updates, Education and Training Resources, District/Community Letters and links to program COVID pages.

AGENDA

1. Review Communication Survey/Long Range Plan/Communication data -
2. Communication campaign
 - Safe Space campaign – SCESD is offering GLSN train the trainer in October. Tenneal shared what the training would involve, community, districts and ESD participants, and materials to post.
 - Technology safety campaign – the team reviewed the whole campaign including the phishing campaign and consequences of clicking, the upcoming password/security campaign which will be implemented with IVisions and SCESD by 11/30, Zoom safety features, blind copy email rules and the email banners.
 - Business office communication – the team discussed how the organization will use communication to increase trust, who the staff are and how to reach them and an update of the business office website to make it more user friendly for staff and Vision users.

The team shared the following suggestions: business office email addresses to include a link to their webpage, include an FAQ page, provide a flow chart to include where to find fillable for documents and who to go to.

- Messaging beyond People First Language – the team discussed what is the next message to share? Equity, parental involvement, awareness item, educational initiatives for all students, mission possible showing there are no limits to student achievement, spotlight on students from other districts, and what districts have accomplished for students.

ACTION – Get a subcommittee together to brainstorm a new campaign.

3. Activities – subcommittee – email to be sent.
4. From Sustainability committee – the team continued the conversation from above, FAQ page,
 - website revamp
 - IVisions website
 - provide a Business Office Q&A in the weekly Bulletin board
 - host a Business Office conversation and/or provide a suggestion box
5. COVID communications
 - Website – what types of communications should go out to staff, parents, etc.

The team discussed COVID scenarios, isolation information, misinformation/rumors as cases are announced.

ACTION – Tenneal/Admin to email All staff to let know/update what's going on.

ACTION – create a what if/FAQs/topical information to be distributed at regular intervals.
6. **ADA WEBSITE** – the team discussed the ADA information on the website, an audit was completed and is reviewed by the Equity team.

ACTION – A goal for the webmaster is to maintain/keep the ADA information up to date.
7. Parent communications – Tenneal and Allyson shared the programs are sending regular written letters, a discussion of what do parents need, too many communications, what type of communication (email, mail, text, etc), links to the program web pages, documentation of social/emotional issues and when there needs to be more direct engagement (absenteeism/truancy).
 - Parent Cafes are being rebooted with two being offered soon. Tenneal provided an explanation of the café, data/coaching and what is needed moving forward.

The team discussed what is needed and what it looks like being offered all online. Parents may need to sign up and the session could be recorded to play at a later date/time, the need for a feedback link.
8. Communication review
 - Bulletin Board – the team agreed to continue as is.
 - Zoom – using instead of WebEx, much more user friendly.
 - Remind – only a few staff are using it. Discussion of log in issues but no decision.

- Mail Chimp/newsletter – last year a format was developed but still needs to be implemented.
Should this project pause until COVID is past, provide feel good stories, spotlights, success stories?

COMMITTEES GET TOGETHERS – NOV. 16, MARCH 15, MAY 24 FROM 4-6 PM IN THE SCESD CONFERENCE ROOM or VIA ZOOM DEPENDING ON COVID-19 RESTRICTIONS.

20/21 committee members:

Board – Fred Brick, Chuck Ostmeyer

Administrators – Chair Tenneal Wetherell, Allyson McNeill, Kathy Metzger

Licensed staff: Jennifer Bestevonn

Full-time staff: Jason Moore

Part-time staff: Open