

Communication Committee Notes

April 19, 2021

4:00 pm – 6:00 pm

via Zoom

Attendees: Allyson McNeill, Fred Brick, Jenifer Besteveenn, 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.

Action Items

ACTION – Get a subcommittee together to brainstorm a new campaign for messaging beyond the current Person First Language campaign. GOAL FOR 21/22.

ACTION – Tenneal/Admin to email all staff COVID updates. COMPLETED

ACTION – Create a COVID what if/FAQs/topical information to be distributed at regular intervals. CHANGES TO FAST TO KEEP UP BUT INFORMATION IS BEING COMMUNICATED TIMELY.

2/1 – Kathy to post links to state/RSSL/LPHA FAQ'S in the Bulletin Board starting 2/8.

COVID INFO IN THE BULLETIN BOARD, SAFETY COMMITTEE COMMUNICATIONS OUT AT SPECIFIC TIMES DURING THE YEAR.

The team discussed the new communication calendar

ACTION – share ODE Outreach and Engagement report with homeless/3499/Title III district liaisons to move forward. COMPLETED

Action – Tenneal and Kathy to push 2021 Customer Assistance Survey out by the first week of May.

ACTION – Tenneal and Kathy to work on safety campaign/COVID emails/Bulletin Board reminders/information before and after spring break. COMPLETED

Agenda

1. COVID communication – Tenneal reported a light adjustment to the RSSL coming but nothing major, 16-18 yr olds to be vaccinated in Coos County soon and 12-16 yr old vaccination being planned. Oregon will continue with RSSL through summer and in the fall/early winter will likely move to the OSHA permanent rules while waiting to see if there will be any changes moving forward into winter.
ACTION – Tenneal to send an email to staff leaving in June regarding what the return in Fall will/ may look like.
ACTION – Continue Bulletin Board COVID reminders.

2. Mission/Guiding Principles – the team reviewed the PD day staff input with two teams not wanting to really make many changes and one team with a lot of input/ideas. Discussion of taking out specific references so not to have a large list and to use idea words to move the project to the next level.
The Communication team would like to add cultural competency, change the order of the Equity bullet points, address accessibility to whom, possibly add the word compassion and add under Professionalism, relationships with districts and staff
ACTION – Tenneal to use PD day notes and additional edits from this meeting and send out to the committee for review.

3. Safe Space campaign – Discussion of non-mandatory training for SCESD staff, the Admin team will be trained in April, Tenneal has requested Dawn to provide two additional afternoon/evening trainings for anyone who would like to attend, the districts and SWOCC have completed train the trainer and the ESD will offer 2-3 times a year to reach anyone who has not been trained.

The team also discussed partnering with U of O addressing the staff request for agenda-less meetings/hang out together. Mark VanRyzin, of the U of O will host a structured conversation in four/two hour sessions addressing the Me skills, We skills, Us skills. Programs will then host structured conversations at staff meetings.

4. Draft communications annex – The team agreed to add this as a primary committee goal for 21/22 for the project to be written and understood.
The team discussed the different annexes which will also be implemented next year and specifically PEAPS for students which provides communications for different levels/situations in buildings and classrooms.

5. Discuss activities for 21/22
Beyond Person First Language
Parenting engagement
Communication annex
Review the Communication part of the Customer Assistance Survey
Allyson to review 4/9 PD day staff satisfaction notes for ideas about staff time together/PD/fun things to do as a group
Possibly put together an All Staff day care package

**COMMITTEES GET TOGETHERS – 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

Administrators – Chair Tenneal Wetherell, Allyson McNeill, Kathy Metzger

Licensed staff: Jennifer Bestevenn

Full-time staff: Open

Part-time staff: Open