

## Communication Committee Agenda

April 19, 2021

4:00 pm – 6:00 pm

via Zoom

### **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.**

**2/1 – Pull a subcommittee together by April 19<sup>th</sup> meeting.**

**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.**

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

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

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.

## **Agenda**

1. COVID communication
2. Mission/Guiding Principles
3. Safe Space campaign
4. Discuss activities for 21/22

**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 Bestevonn

Full-time staff: Open

Part-time staff: Open