

Communications and Marketing Committee Meeting Tuesday, February 27, 2018

Attendees: Riley Alley, Pay Biebuyck, Suzanne Cybulla, Dawn Demick, Lisa Glasgow, Ron Miller, Kelly Robbins, Deb Roshak, Dave Scheel, Phil Russell

- Information dissemination
 - Facilities presentation
 - Reviewed presentation from Board of Education meeting of February 26, 2018. Members expressed surprise at the sheer volume of light bulbs, HVAC units, boilers, faucets, water lines, parking lot square footage, etc. required to operate ten school buildings and five ancillary facilities.
 - Suggestion was made to post the presentation either in full or in “chunks” on the District’s website

- School safety
 - Shared SCHS security slides demonstrating the difficulty in entering buildings’ interior doors. Doors are locked.
 - All schools have buzzer system
 - Peer to peer referenced as a key to positive climate
 - Home visits are key when concerns exist
 - Elementary appropriate ALICE training - “I’m Prepared. Not Scared”

- RESA discussion follow-up
 - Strategic planning meeting notes and meeting dates on “About Us” tab of District’s website
 - Garth and Lisa recommended a focus group of non-school related community members; Bill Danneels was suggested as a possible member
 - Considering options for reimaging District and logo
 - Reach out to civic clubs, organizations, realtors, businesses
 - Provide list of cost savings and efficiencies
 - Superintendent is revamping the District’s Parent Advisory Committee for more community input

- Building Committee discussion
 - Reviewed possible building reconfigurations
 - If buildings are consolidated, focus on incoming class to build excitement
 - Reach out to civic clubs, organizations, realtors, businesses
 - List cost savings, efficiencies, educational opportunities, possible building reuse

- Suggested agenda topics for next meeting
 - Current communications strategies
 - Skyward capacity for parent communications

Next Meeting:

Tuesday, March 20, 2018, 4:30 - 6:00 p.m. at Central Office