

COMMUNICATIONS COMMITTEE REVITALIZATION MEETING

December 19, 2014

Members Present:

Mr. Wesley Hightower, Chair
Dr. Elizabeth Everitt
Mr. David Caver
Dr. Randy Stowe
Mrs. Merry Glenne Piccolino
Mrs. Terri Booth
Mrs. Katy Lipscomb
Mrs. Diana Floyd

PR Communications Follow Up: Committee members were thanked for their work on the PR/Communications plan that has provided a framework for our communications efforts. *New community and Board Members will be invited to join one or more of the proposed subcommittees.*

Newsletter:

The District newsletter will be revitalized with distribution 1X/month.

The purpose will be to update and inform the public on the highlights of district activities and spotlight activities in our schools. This will also allow us to communicate with those who do not have a connection with our schools, but would like to stay engaged in education.

The newsletter may include:

- Penny Update
- Board Update
- Sponsor Thank you (graduation)

There is an existing subscriber list.

District Newsletter:

A free service, Peach Jar, which offers more flexibility in newsletter design and a simpler distribution to subscribers may be used for the district newsletter.

Chamber members and other outside groups can send an invitation to subscribe to the monthly newsletter.

Parents can also be provided information to subscribe.

The Penny: A picture of a penny will be used on the website where the community can access all information related to the penny tax with updates on construction progress, The Oversight Committee and the financials.

Community members will also have an option to email to ask a question, raise a concern or make a comment (as they did with the 1% information).

The Oversight Committee:

Recommendations have been received from Board Members for the Oversight Committee. Those will be voted on at the next board meeting.

A first meeting will be held in late January/early February.

The Oversight Committee is only one specific aspect of the community's involvement. The purpose of the "Oversight Committee" will be to oversee the spending of the tax and to increase public trust that the funding is distributed to the projects as promised.

Stakeholder Involvement:

The Oversight Committee is not the only option for interested community members and parents to have involvement in the process.

At each point/phase in the development of the projects, school and community members will be invited to learn what's planned and offer their feedback. A system to acknowledge feedback will be developed.

The group felt it was important to provide that information to the public on the website as soon as possible.

Branding and Marketing:

The group agreed the time is right for a new logo. A subcommittee will address this area.

Volunteerism in Schools:

The revitalization of the District's volunteer program was discussed. The current processes will be reviewed.

As a District we are working to create a welcoming culture for our volunteers. Areas to be considered are including all interested community members, training for staff and volunteers and

Training:

Online training for volunteers and other projects may be a possible through a company called Lynda.com.

Community Input At Board Meetings:

It was suggested that before the Public Input portion of the Board Meeting, the audience will be reminded of the meeting protocol. Generally, Board members do not answer the questions or respond to the concerns at the meeting. Administration contacts the presenter to discuss the concern and provide feedback.

Work Study Sessions provide the opportunity for more dialogue.

Tour A School:

A communication to the public regarding school visitations should be publicized. Some regular tours for the community could be established.

Flyer Distribution:

Many community groups contact the district in an effort to have flyers distributed for their programs.

Some of the requests may be better decided by school and may be able to advertise in another venue, like Peach Jar.

School Fusion:

The District's Technology Dept. monitors schools' use of School Fusion and reported that for the most part schools are doing a great job with the website.

Chamber First Friday Presentation:

The format for the January 9 Aiken Chamber of Commerce meeting was discussed.

The presentation will include a timeline of what is coming in terms of planning/public input and a how the information will be shared with the community. A press release will follow.

Subcommittees:

Subcommittees will need to be established for:

1. Follow the one cent
2. Branding
3. Volunteerism
4. Internal/External Communications

There will be an update at the next board meeting on the Revitalization of the Communications Committee.