

# COMMUNICATIONS COMMITTEE MEETING

August 27<sup>th</sup>, 2019

6p.m.

Central Office Conference Room

Committee Members: **Jessica Berner, Tammy Crawford, Elizabeth Phillips, Lee Bordick**

Attendees: Aaron Bogert, Todd Digrigoli

---

## MINUTES

### 1. Social Media

- The committee shared with Todd Digrigoli and Aaron Bogert the results of the BOE Workshop Meeting in July. The discussion revolved around the use of social media for emergencies and notifications as well as events and activities.
- The committee discussed the negative feedback the district often receives via social media (mainly Facebook).
- It is recommended that the district website will continue to act as a catchall for district information and event postings, and can be used for critical emergency notifications at the discretion of the school administrators, in addition to call and text.
- *The committee would like to recommend a policy is created that limits the use of social media (Facebook, Twitter) to the purposes of branding and showcasing school culture and academic achievement, promoting school events and day-to-day in school activities. The committee recommends that the policy include a timeline for when the photos should be published (i.e. within 48 hours after the event).*
- *The committee would also like to recommend that the "Visitor Posting Guidelines" on our current district Facebook "About" page, created on September 10, 2018 be adopted as a policy.*

### 2. Update on texting capabilities district wide

- Todd explained the complexities around setting up the district wide texting system as a notification to parents and family members. The various databases that ICC uses are complicated to interface and this has been a challenge in the past.
- The new texting system will roll out first to the staff in the testing phase. It is the committee's hope that the texting will be fully operational by November when the weather related delays and closures will begin.
  - The text alerts will be in addition to the robocalls that we have historically used for notifications.
  - Communication will be made to all parents when the texting becomes available and we will take the opportunity to emphasize the specific nature of the calls and texts, which will be for critical notifications only as well as delays and closings.
- The committee discussed the opt-out option that comes with calls, texts and emails from the district. Todd is going to look in to whether or not we can eliminate the opt-out option. If a parent or family opts out of the calls or texts they will no longer receive notifications in this way. The committee agreed that it is very important to make this clear to all parents and family members.

- *The committee would like to recommend that a policy be created to clarify that robocalls and text message alerts will be used only for emergencies, closings and delays. Calls and texts are not to be used for any other event, fundraiser, or notification.*

- 

### **3. Explore the media roles within the district**

- The committee reviewed both Aaron Bogert and Todd Digrigoli's roles as it related to media at ICC. Aaron, who is Questar's Media Specialist, will remain the main point of contact for media in Central Office, continuing to oversee the district website and Facebook page. Todd's position will replace one day of the Questar Media Specialist, and will focus on taking photos during the school day and also at evening events.
- Todd and Aaron have been working together for over a year and have established an excellent chain of communication.
  - Todd will be an additional Admin to the district Facebook page.
- Todd and Aaron have, and will continue to, reach out to various groups within the district to encourage them to share more photos and announcements for posting on Facebook and the district website.

### **4. Posting committee minutes on district website**

- The committee discussed the process that the BOE will follow to ensure that the committee minutes are posted on the website as soon as possible following a meeting.
- *The committee recommends that a policy be created that outlines the process for committee minutes, including the creation and distribution of the minutes within 24 hours to said committee, a subsequent sharing of the minutes with the full BOE, the review of the minutes at the next meeting of the BOE, and then the posting of the minutes to the district website.*

### **5. Other**

- The committee discussed the need for great communication through the upcoming Capital project, and thus the need for the committee to be active and engaged.
- The committee meeting minutes will be distributed within 24 hours to fellow committee members, reviewed at the September 10<sup>th</sup> BOE meeting and then posted on the website.
- Next meeting TBD.