

Communications / PR Committee Meeting Minutes: August 25, 2021, 3:30-4:30pm, HS Library

Present: Suzanne Guntlow, Kelly Firmbach, Jared Widjeskog (chair), Anne Schaefer (alternate)

Absent: Elizabeth Phillips

Committee members shared various community reactions to Fall Reopening Plan.

Riders Report 9/1 will include link to '21-'22 COVID-19 Resources page at ichabodcrane.org incl. Reopening Plan, videos, information.

Reviewed responsibilities of Communications Specialist Jason Jaz & Media Specialist Todd Digrigoli.

Parent Portal overview (part of SchoolTool). Available for grades 6-12: attendance records, grades, schedule, assignments. Parents and kids have access. K-5 not implemented in order to foster direct communication between teachers and families.

Suzanne provided overview on processes surrounding Email communications.

New social worker can provide additional support in bridging the gap with families who have issues with communication.

Draft of new "Who Do I Contact" document reviewed, anticipated for 9/1 release. Will be posted on home page for each school. Document is a flow chart showing families who to contact for various questions and concerns, and who to follow up with.

Social media is generally used to celebrate positive happenings, not for information distribution. Jason & Todd have access.

Minutes recorded by Jared Widjeskog