

**Communications / PR Committee Meeting Minutes: November 2, 2021 via Zoom, 5:45-6:30 pm**

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

Fall Newsletter – Arriving in all district mailboxes soon.

Riders' Report – Suzanne trying to spotlight positive developments, fun, unity, reengaging kids and building community.

Social Media – Discussed the presence of ICC's Facebook in people's feeds: It tends to not appear in our feeds (often we end up searching for the school's FB page). Considering including mini surveys on FB page. Discussed using FB to support teachers with positive messaging in addition to traditional district communications. Discussed November theme of Generosity, being understanding with each other especially regarding pandemic fatigue, burnout, quarantines.

We will be collecting gently-used Rider gear to distribute to students in need who wish to express Rider pride. Elizabeth brought up the idea of giving ICC t-shirts to all incoming kindergartners to foster Rider pride. Suzanne will discuss with principals and backpack program; Liz will talk to PTA.

Discussed the effort to obtain missing email addresses from families. There aren't many, but Suzanne will follow up with building secretaries. [Suzanne reported to the committee later in November that progress is continuing and that we are almost at 100%.]

**Minutes recorded by Jared Widjeskog**