

THE MAIN STREET ACADEMY

COMMUNICATIONS COMMITTEE

REGULAR MEETING AGENDA

MONDAY MARCH 12TH, 2018 @6:00 PM

2861 LAKESHORE DRIVE

PROJECTED DURATION: 1 HOURS AND 55 MINUTES

INTRODUCTIONS 15 MIN

REVIEW OF SECTION M OF BYLAWS 10 MIN

Section M

The Communications Officer will oversee the committee. The committee shall be charged with developing and maintaining the overall communications and marketing strategy for the Board and the school, as well as development/maintenance of messaging and brand identity for TMSA and its sub-brands. This includes items such as: oversight of the Governing Board and School web properties, social media, print, digital collateral (e.g., newsletters and brochures), dissemination of school information and messaging to state, county, community, and media stakeholders. The committee must maintain and approve any and all use of the brand assets. (e.g., logos, taglines, tone and style guides).

DISCUSS DISCOVERY PROPOSALS 20 MIN

- Review 2 proposals for facilitated discovery session
- Recommend 1 more vendor

DISCUSS YOUR FEEDBACK 15 MIN

Responses to [Survey](#)

SUBCOMMITTEE DISCUSSION 30 MIN

- Discuss purpose of each subcommittee: Analytics & Research, Digital & Social, Marketing & Branding

PARKING LOT REVIEW 10 MIN

FUTURE BUSINESS 15 MIN

- Select 3 communication goals
- Vote for discovery session facilitator

