

THE MAIN STREET ACADEMY
COMMUNICATIONS COMMITTEE
REGULAR MEETING MINUTES
MONDAY MARCH 12TH, 2018 @6:00 PM

2861 LAKESHORE DRIVE

PROJECTED DURATION: 1 HOURS AND 55 MINUTES

ATTENDANCE SUMMARY

Name	Status	Arrival Time	Departure Time
Tha Vin	present	On Time	At Adjournment
Dr. DeAndre S. Pickett	present	On Time	At Adjournment
Tequila Douglas	present	On Time	At Adjournment
Clennette Reid	present	On Time	At Adjournment
Chandra Graves	present	On Time	At Adjournment
Alicia Jones Hicks	not present		
Stacy Kerber	present	On Time	At Adjournment
Nailah Worthams	present	On Time	At Adjournment
Jamila Jackson	present	On Time	At Adjournment
Anne H Goehring	present	On Time	At Adjournment
Karin Smppt	present	On Time	At Adjournment

INTRODUCTIONS

REVIEW OF SECTION M OF BYLAWS

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

- Review 2 proposals for facilitated discovery session

- Recommend 1 more vendor

DISCUSS YOUR FEEDBACK

Responses to Survey

PARKING LOT REVIEW

FUTURE BUSINESS

- Select 3 communication goals

THE MEETING WAS ADJOURNED

The meeting adjourned at approximately 3:56 pm

Passed Motion:

Motion to adjourn

By: **Tha Vin** Seconded by: **Dr. DeAndre S. Pickett**

Discussion:

There was no notable discussion on the motion.

SUBCOMMITTEE DISCUSSION

- Discuss purpose of each subcommittee: Analytics & Research, Digital & Social, Marketing & Branding
- Broke into groups and reported out key responsibilities