

THE MAIN STREET ACADEMY

COMMUNICATIONS COMMITTEE

REGULAR MEETING AGENDA

TUESDAY JULY 10TH, 2018 @6:30 PM

2861 LAKESHORE DRIVE

PROJECTED DURATION: 1 HOURS AND 36 MINUTES

WELCOME AND CALL TO ORDER 1 MIN

The meeting will be called to the order.

ROLL CALL 5 MIN

COMMUNICATION PLAYBOOK 15 MIN

Discuss playbook for each subcommittee

- Brand
- Public Relations
- Technology
- Volunteerism

POLICY UPDATES 15 MIN

Discuss process for policy development

FIRST DAY EXPERIENCE 15 MIN

Discuss initiative for back to school

COMMUNICATION UPDATES 15 MIN

Discuss updates from

- Strategic Communications Update
- Edlio
- Research

DISCUSS FIRST WEEK EXPERIENCE 15 MIN

DISCUSS PARENT COMMUNICATIONS TRAINING 15 MIN