

THE MAIN STREET ACADEMY

COMMUNICATIONS COMMITTEE REGULAR MEETING MINUTES MONDAY APRIL 9TH, 2018 @6:00 PM

2861 LAKESHORE DRIVE

PROJECTED DURATION: 1 HOURS AND 20 MINUTES

ATTENDANCE SUMMARY

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

DISCUSS KEY COMMUNICATION GOALS FROM GOVERNING BOARD STRATEGIC PLAN

Passed Motion:

Approve 3 goals from strategic plan

By: **Tha Vin** Seconded by: **Chandra Graves**

Discussion:

The members discussed all 5 strategic initiatives (Resource Development, Teacher Development, Technology, Curricular Enhancement and Student Safety). Though communication is not explicitly stated as a strategic initiative, communication is key to all of the strategic initiatives. The members then identified, aligned and assigned communication goals and subcommittee leads.

Here's the breakdown:

Goal 1: *Facilitate discovery workshop/roundtable discussion with stakeholders with different perspectives that represent a spectrum of parent/staff satisfaction levels.*

Team Lead: Tha Vin

Strategic Alignment: Resource Development

Timing: Early May

Deliverable: Workshop and report on challenges/barriers of communication and recommendations

Goal 2: *Inventory current communication platforms and channels (may potentially be a component of Goal 3)*

Subcommittee Lead: Digital Social Technology

Strategic Alignment: Teacher Development, Technology

Timing: Wave 1 (Parents - Late May); Wave 2 (Teachers - Early June); Wave 3 (IDI throughout the summer)

Deliverable: Surveys, in depth interviews and a report on a communication path forward

Goal 3: Launch relationship survey for parents, teachers and students

Subcommittee Leads: Research and Analytics in conjunction with Academic School

Performance Committee

Strategic Alignment: Resource Development, Teacher Development, Technology, Curricular Enhancement, Student Safety

Timing: June - August (Tentative)

Deliverable: Annual survey to measure parent/teacher satisfaction

DISCUSSION OF DISCOVERY PLANNING UPDATE

Passed Motion:

Approved discovery workshop pre-planning and stakeholder types

By: **Tha Vin** Seconded by: **Chandra Graves**

Discussion:

Ariana Santiago from Flight Creative will facilitate a discovery workshop with 10 parents, teachers, administrators and board members. The goal of the workshop is to identify the challenges to increasing parent and teacher satisfaction. Once the the challenges have been identified through various tactics (empathy mapping, ideation, etc), Ariana will submit a report with recommendations.

Deliverable: A report with recommendations to address capacity, culture and collateral challenges will be presented to the Communications Committee

Timing: Early May

Next Steps: Communications Committee will initiate two work streams: engage a communications professional with charter school experience to execute the recommendations and another to launch advancement/development efforts in FY 2018-2019.

THE MEETING WAS ADJOURNED

The meeting adjourned at approximately 8:53 pm

Passed Motion:

Motion to adjourn

By: **Tha Vin** Seconded by: **Clennette Reid**

Discussion:

There was no notable discussion on the motion.