

THE MAIN STREET ACADEMY

COMMUNICATIONS COMMITTEE

**REGULAR MEETING AGENDA**

TUESDAY AUGUST 21ST, 2018 @6:30 PM

2861 LAKESHORE DRIVE

PROJECTED DURATION: 2 HOURS AND 21 MINUTES

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**WELCOME AND ROLL CALL** 1 MIN

The meeting will be called to the order.

ACTIONS:

1. *Approve the agenda as submitted*

**APPROVAL OF AGENDA** 5 MIN

So that there is agreement between board members on the agenda, and the amount of time spent on the meeting, the board shall vote to approve an agenda for the meeting. To the best of its ability, it will follow that agenda, and allow for the chair to move the board through the agenda as specified.

ACTIONS:

1. *Approve the agenda as submitted*

**COMMUNICATIONS OFFICER'S REPORT** 5 MIN

- Governing Board Communications
- Academic and School Performance Committee Communications
- Finance Committee Communications
- Governance Committee Communications
- Resource Development Initiative

**STRATEGIC COMMUNICATIONS UPDATES** 10 MIN

Communications Strategy Update

Edlio Update

Internal Templates

## PRINCIPAL'S COMMUNICATIONS REPORT 15 MIN

Lead: Principal Parker

Tell us about the previous month's parent-teacher communications in aggregate

- How many messages were sent?
- What is the content of the messages?
- What was the response rate?
- Did teachers discover any pain points?

Tell us about upcoming parent-teacher communications

- By grade level

Give a shout out to an excellent communication

## PTO COMMUNICATIONS UPDATE 10 MIN

Lead: PTO leadership

## BRAND SUBCOMMITTEE UPDATES 10 MIN

Updates from the subcommittee

## TECHNOLOGY SUBCOMMITTEE UPDATES 10 MIN

Updates from the Technology subcommittee

## PUBLIC RELATIONS SUBCOMMITTEE 10 MIN

Public Relations updates

## RESEARCH SUBCOMMITTEE 10 MIN

Research updates

## VOLUNTEERISM UPDATES 5 MIN

Volunteerism updates

## COMMUNICATIONS OPEN FORUM 15 MIN

- Provide open-ended feedback on communication activities on the ground

## PARKING LOT 5 MIN

Future business

## REPORT FROM COMMUNICATIONS COMMITTEE 15 MIN

The Communications Committee met on Monday June 11th, 2018 @6:30 PM for what was scheduled to be a 1 hours and 41 minutes long meeting. Present: Stacy Kerber, Jamila Jackson, Chandra Graves, Lera Middlebrooks, Sabrina Wilson, Noel Mayeske, Cheryl Parker, Laura Calloway, Tequila Douglas Not Present: Tha Vin, Anne H Goehring, Alicia Jones Hicks, Michelle Brown, Katrina Dawson, Jamil Johnson-Pearson, Karin Smppt, Kenya Morris The members considered the following items: 1. Welcome and Call to Order 2. Recap from May meeting 3. Subcommittee Updates 4. Discovery Session Community Report 5. Project Patronus | Integrated Communications Status Update 6. Motion to Close The committee considered 1 motions, of which 0 passed, and 0 failed: 1. Close meeting (proposed) The meeting adjourned at 4:27AM

### ACTIONS:

1. *Approve minutes*

## REPORT FROM COMMUNICATIONS COMMITTEE 15 MIN

The Communications Committee met on Tuesday July 10th, 2018 @6:30 PM for what was scheduled to be a 1 hours and 36 minutes long meeting. Present: Tha Vin, Stacy Kerber, Jamila Jackson, Anne H Goehring, Alicia Jones Hicks, Noel Mayeske, Cheryl Parker, Tequila Douglas, Jamil Johnson-Pearson, Ariana Santiago Not Present: Chandra Graves, Sabrina Wilson, Katrina Dawson, Kenya Morris The members considered the following items: 1. Welcome and Call to Order 2. Communication Playbook 3. Policy Updates 4. First Day Experience 5. Communication Updates The committee considered 0 motions, of which 0 passed, and 0 failed: The meeting adjourned at 12:13AM

### ACTIONS:

1. *Approve minutes*