The Main Street Academy

Communications Committee
Regular Meeting Minutes
Tuesday July 10th, 2018 @6:30 PM

2861 Lakeshore Drive

Projected duration: 1 hours and 36 minutes

Attendance Summary

Name	Status	Arrival Time	Departure Time
Tha Vin	present	On Time	At Adjournment
Stacy Kerber	present	On Time	At Adjournment
Jamila Jackson	present	On Time	At Adjournment
Anne H Goehring	present	On Time	At Adjournment
Chandra Graves	not present		
Alicia Jones Hicks	present	On Time	At Adjournment
Sabrina Wilson	not present		
Noel Mayeske	present	On Time	At Adjournment
Cheryl Parker	present	On Time	At Adjournment
Katrina Dawson	not present		
Tequila Douglas	present	On Time	At Adjournment
Jamil Johnson-Pearson	present	On Time	At Adjournment
Kenya Morris	not present		
Ariana Santiago	present	On Time	At Adjournment

Welcome and Call to Order

The meeting will be called to the order.

Policy Updates

Discuss process for policy development

- Tha is gathering all the policies
- Need an updated student handbook
- Discuss policy one-pager

First Day Experience

Discuss initiative for back to school

- PTO will help with First Day
- Photobooth
- Follow up survey

Communication Updates

Discuss updates from

1. Edlio
2. Research
3. Strategic Communications Update, Ariana – Monday July 23rd overview for communications training for Class DoJo (lower academy) and Google classroom (5-Middle)…
4. PTO requesting to have time during teacher training to introduce resources to teachers
5. Planbookplus.com for teaching to post lesson plans – per Parker…teachers must post the link on their website…for parents and subs

The Meeting was Adjourned

The meeting adjourned at approximately 12:14 am

Passed Motion:

Motion to adjourn

By: **Noel Mayeske** Seconded by: **Jamila Jackson**

Discussion:

There was no notable discussion on the motion.

Communication Playbook

Research

Purpose – provide the data to inform communications and measure the benefit of the Governing Board's communication investment

Key Responsibilities

1. Collection of data for communications
2. Socialization of the data

Key policies

1. Data privacy

Keystone Projects

1. Ariana (how each sub will know what they are doing with Ariana)
2. Communications Listening Tour

3. Discovery Session
4. In-Depth Interviews
5. School-wide survey
6. Employee Experience Study
7. Communications Dashboard

Strategic Plan Alignment

1. Discovery session
2. Measurement

Brand

Purpose – TBD

Key Responsibilities

1. Own the use, distribution and expression of all assets that are part of the school's visual and verbal identity including the: master logo, tagline and mission statement
2. Coordinate the use of branded properties with sub-brands:
3. PTO
4. Affinity/Volunteer groups
5. Athletics
6. Develop process for the approval of brand assets – an approval board to ensure that the brand is represented correctly
7. Oversee the development of the style and editorial guidelines (visual and tone)
8. Ensure brand compliance to the style guide regardless of channel
9. Develop communications projects requests process

Key Policies

1. Brand compliance

Keystone Project

1. Style guide
2. Communications calendar - Branding (Move to PR)
3. Fulton County Board – someone from board goes to the FCS board meeting
4. School
5. Integrated Communications Platform
6. Rebranding
7. Charter Renewal
8. Strategic Plan Alignment
9. TBD

Public Relation

1. Purpose – Oversee external and internal communications to stakeholders
2. Key Repsonsibilities:
3. Liasion between Academic and School Performance Committee – Dr. Laurie Jackson Lee is in process of being hired for this head position; shape messaging for external audience
4. Development of the Press Media Kit – create media list and identify what info you want to push to certain groups in the community. ..

5. More than basic; billboards, magazines, newspaper

6. Develop approval process for public-facing communications

7. Develop Media strategy

8. Key Policies

9. Approved by Governing Board (Is this realistic)

10. Approved by Principal Parker (Is this realistic)

11. Develop media strategy

12. Press Kit

13. Rechartering/Renewal

14. 3 Drivers & elevator pitch

15. WOW factor

16. Mission Statement – Shaping the mission Statement; February

17. Managing the Media relationship – Media List

18. Local newspaper

19. Local TV Stations

20. Radio

PTO

Develop recruitment strategy

1. Find examples of strong PTOs
2. Mandatory membership

Lead training

1. Parents Communication training – set a date with Ariana
2. Announce training at first meeting
3. Train parents on communication policy – board has to approve it
4. PTO meets 2nd week of every month – training can occur during these meeting

Develop Parent Resource Assessment

Develop training options for parents

1. Mandatory training for parents – Narvi (Charter School in Dekalb)
2. Online
3. Remote
4. In-person

Gather documents from last year and store on BaseCamp

1. Best practices
2. Governance
3. Guidelines
4. Roster
5. Directory
6. Calendar: Led by Jamil

Fundraising

1. Resource list for parents
2. Job
3. Contact
4. How they can assist
5. Count as volunteer hours

Technology

1. Work Kiet and school on the technical standards
2. Manage and audit technical platforms
3. Develop process for approving new channel
4. Jamila's role: Develop FAQ
5. Digital documents for teachers – possible?
6. Webpage management - ?

Volunteerism – Laura and Tha working on this

1. PTO
2. Teacher Appreciation Day
3. Room Parent
4. Contributors
5. Silent Auction
6. Field Day
7. Teacher Appreciation Day
8. Track volunteer hours