

# THE MAIN STREET ACADEMY

## COMMUNICATIONS COMMITTEE REGULAR MEETING MINUTES WEDNESDAY FEBRUARY 20TH, 2019 @6:30 PM

2861 LAKESHORE DRIVE

PROJECTED DURATION: 1 HOURS AND 0 MINUTES

### ATTENDANCE SUMMARY

Name	Status	Arrival Time	Departure Time
Tha Vin	present	On Time	At Adjournment

### COMMUNICATIONS INTERN DISCUSSION & VOTE

Jamil has been an incredible volunteer. She is willing to commit 10 hours per week.

#### Passed Motion:

Approve Jamil Pearson as the Communications Intern

By: **Tha Vin**

#### Discussion:

There was no notable discussion on the motion.

### WEEKLY BLAST UPDATE

- Submissions need to go to: [WeeklyBlast@tmsa.org](mailto:WeeklyBlast@tmsa.org)
- Who ever manages the blast needs to edit the content not just source it

### PR INITIATIVES

- Photo shoot and selection will depend on the final messaging from the brand roundtable
- SEM | Share Your Story Survey will help teachers share content about the SEM - if there are any teachers that are willing to record a podcast - the Communications Chair will record them (Link: [https://www.surveymonkey.com/r/tmsa\\_sem2018](https://www.surveymonkey.com/r/tmsa_sem2018))
- No progress on Pre-K initiatives

### BRAND ROUNDTABLE UPDATES

Ariana - the Communications Consultant - convened stakeholders of parents, board and staff to discuss how the brand has evolved from the school's conception. We looked at:

- How does this evolution impact messaging?
- How can we connect Leader in Me and Core Values?
- What is the brand mantra?
- What is the vision statement? Do we even need one?
- What brand elements does the school lack?

The Brand Roundtable will meet again in March.

## BOARD RECRUITMENT & SUCCESSION

The Governing Board is seeking new board members. Share the application with your friends especially if they are not parents at TMSA.

## THE MEETING WAS ADJOURNED

The meeting adjourned at approximately 7:42 pm

### **Passed Motion:**

Motion to adjourn

By: **Tha Vin** Seconded by: **Tha Vin**

### **Discussion:**

There was no notable discussion on the motion.

## WELCOME

See Presentation: [https://docs.google.com/presentation/d/1xjfbPj1ale7OcWLDPCFiAv4QPN7uzquJj6MPIPR\\_Yjg/edit?usp=sharing](https://docs.google.com/presentation/d/1xjfbPj1ale7OcWLDPCFiAv4QPN7uzquJj6MPIPR_Yjg/edit?usp=sharing)