
COMMUNICATIONS COMMITTEE

January 2019 Meeting



LET'S GET STARTED!



AGENDA

Welcome - 5 mins

PR Initiatives - 10 mins

Communications Hire Update - 10 mins

Weekly Blast Update - 10 mins

Strategic Communication Updates - 20 mins



PUBLIC RELATIONS INITIATIVES

Pre-K Visits

Photo shoots

School grades [review](#)

School offerings



Communications Intern

Responsibilities

- Content development
- School wide communications
- Promotional and marketing materials meet the school's brand identity
- Social media and online presence
- Reporting
- School website
- Update files, emails, and assets

Special Skills

- BaseCamp
- Adobe Creative Suite
- Content Management System/Edlio
- Buffer, Hootsuite, Google Analytics



COMMUNICATIONS HIRE

Melissa Roberts, M.S.

Clayton State University

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Help!

Check out info about internship program [Clayton State](#)



WEEKLY BLAST

Metrics

Help during January - February

People are finally sending content to Ariana and me



—

Strategic Communications



BRAND

Roundtable

Formalize our story

Craft key messages

Roll up into Brand Handbook



SANGHA

Launch and training

Staff support

Schedule date

Can anyone coordinate availability?



PARKING LOT

Anything else?



THANKS!

