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THE MAIN STREET ACADEMY
COMMUNICATIONS COMMITTEE
REGULAR MEETING MINUTES
WEDNESDAY AUGUST 21ST, 2019 @6:00 PM

2861 LAKESHORE DRIVE

PROJECTED DURATION: 0 HOURS AND 0 MINUTES

ATTENDANCE SUMMARY

Name	Status	Arrival Time	Departure Time
Rebecca Dearolph	not present		
Farrah Brown	present	On Time	At Adjournment
Heather Wells	not present		
Kelly Brokenburr	present	On Time	At Adjournment
Ariana Santiago	not present		
Lisa Simon	present	On Time	At Adjournment

PRINCIPAL'S REPORT

Principal @ Cheryl Parker presented

1. Cellphone Collection- Explained to parents during open house and training conducted for student during first week of school. Students not fully compliant. Letters go home with student who are not fully compliant
2. Infinite Campus- not fully operational for all teachers; grades, attendance, communications with parents not viewable and accessible. Currently, Principal and another staff person responsible for entering information for all. Fulton County has been made aware, back log with addressing the issue.
3. Recharter & Scrub the Website- Remove language about Mandatory volunteer language from the website; document any tabs/links that have error messages or no information; relocate important information to a primary tab versus 3 tabs/clicks in.

MASCOT & BRANDING

@ Farrah Brown @ Lisa Simmon

1. Extend design deadline to allow students & Parents to submit proposals.

2. Voting will commence after design deadline; with students involvement in voting.
3. Want a future pep-rally date for Mascot Reveal.

COMMUNICATIONS GOALS & OBJECTIVES

@ Farrah Brown

1. Wants Communications Objectives 3-5 established by September's Communications Committee Meeting
2. Policy- Create policy to govern communications: *Establish Policy for Governing Board Communications- Guidelines for channels, social media platforms, conduct and manner to communicate on behalf of TMSA internally and externally. * Teachers usage of website pages & primary communication platforms * Special Events Policy- Communications template that provides a framework for when internal/external promotion happens, the channels/mediums used to communicate, flowchart of who internally signs off/involved in process, etc. (Special Events include: Recharter, Annual Fundraising Events, any official TMSA business)

COMMUNICATION'S MANAGER REPORT

1. Central Marketing Storage and Access- Wants all marketing collateral, logos and branding guidelines in one central location. Looking to store it with password protections on a page at the TMSA website. Making the material accessible to teachers and person to control usage and access.
2. Edlio vs. Mail Chimp- Debating the functionality and usage; considering which platform gives TMSA the best functionality and usage.

THE MEETING WAS ADJOURNED

The meeting adjourned at approximately 6:53 am

Passed Motion:

Motion to adjourn

Discussion:

There was no notable discussion on the motion.