

These are unapproved minutes. The contents of them are not official record and are subject to change until they have been voted on for approval by the board.

THE MAIN STREET ACADEMY
COMMUNICATIONS COMMITTEE
COMMUNICATIONS COMMITTEE MEETING MINUTES
FRIDAY JUNE 26TH, 2020 @12:00 PM

JOIN ZOOM MEETING [HTTPS://US04WEB.ZOOM.US/J/7676213111?](https://us04web.zoom.us/j/7676213111?pwd=YW9JA3N2QZLPBFNOZ0QYBUNVBuOVUT09)
PWD=YW9JA3N2QZLPBFNOZ0QYBUNVBuOVUT09 MEETING ID: 767 621 3111 PASSWORD:
894440

PROJECTED DURATION: 0 HOURS AND 15 MINUTES

ATTENDANCE SUMMARY

Name	Status	Arrival Time	Departure Time
Farrah Brown	present	On Time	At Adjournment
Kelly Brokenburr	not present		
Lisa Simon	present	On Time	At Adjournment
Mitch Foster II	present	On Time	At Adjournment

THE MEETING WAS ADJOURNED

The meeting adjourned at approximately 10:22 pm

Passed Motion:

Motion to adjourn

Discussion:

There was no notable discussion on the motion.

COMMUNICATIONS MANAGER UPDATE

Supporting School for re-opening:

1. COVID- Reopening plans families and staff
2. Schedule

3. Uniforms - Complimentary face mask
4. Existing and New Student Orientation/ Meet Teacher/ Welcome to TMSA Day 1, School Preparation (Supply List) and
5. Existing and New Staff
6. Logistics - Maps, Digital signage
7. Administration: Lunch, Media Release, COVID acknowledgement, calendar, Technology for staff and students, Who to contact, Yonder, Sick Policy. Infinite Campus,
8. FAQ
9. Updating policy documents
10. Communicating with new and existing families

Reporting + Tracking:

1. Starting August Lisa will provide a detailed digital and Marketing performance tracking report

Social Media Communication Policy:

1. Plan to create a Social Media Policy
2. Creating a process to identify users for TMSA Main Page, TMSA PTA and Alumni Page

Year 10 Marketing Efforts

1. Theme
2. Fundraising Efforts
3. Create a Marketing Plan

Marketing and Communications Training for 2020-2021

1. Propose to train during planning week.