

# Monthly Update: Communications Task Force

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- Phase I report prepared by external communications consultant included the following elements:
  - Timeline of communication-related events surrounding the pledge incident, including a high-level overview of media reports
  - Sentiment analysis of emails received surrounding the incident, including breakdown of local vs. out of state authors
  - Overview of ANCS communication channels and who has access to edit/publish
- Same consultant has been engaged for Phase II to develop a communications plan and complete discovery for a broader engagement plan in partnership with incoming ED and Leadership Team. Plan will include policy recommendations and address social media use. Phase II has kicked off; consultant is meeting with various stakeholders. Phase I report will also be used to inform plan developed in Phase II.
- Activities in process: Consultant continuing deep-dive research and analysis with stakeholders who currently manage various communication streams at the school (e.g., PTCA, Fund Development, etc.).
- Next steps: Task Force Lead, Sabrina Sexton (SS), to have initial meeting with incoming ED and bring him up to speed on the engagement to incorporate his input into the remainder of the activities. Determine what existing information can be leveraged or new input should be solicited to ensure perspectives of school families and other stakeholders are included. Partner with consultant to ensure detailed timeline is clear and being adhered to.