



# The GLOBE Academy

## Communications Committee Meeting

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### Date and Time

Tuesday March 15, 2022 at 10:00 AM EDT

### Location

Video call link: <https://meet.google.com/rot-bxyy-fra>

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### Vision, Mission and Core Values

Vision: To develop globally minded citizens who have the knowledge, skills, and attitudes to effect positive change in our world.

Mission: The GLOBE Academy fosters Global Learning Opportunities through Balanced Education for children of all backgrounds. With a focus on dual-language immersion, an experiential-learning model, and a constructivist approach, GLOBE inspires students to be high- performing lifelong learners equipped to make a positive impact in the world.

Core Values: The GLOBE Academy's core values are expressed in the acronym, CREST: Community, Respect, Empathy, Sustainability and Trust. These values are expected of the governing board, faculty, staff, parents, and students. They are woven into daily life at GLOBE and incorporated into the curriculum.

- Community: We are inclusive, and we nurture and support one another.
  - Respect: We treat ourselves and each other with kindness and dignity.
  - Empathy: We strive to understand and share the feelings of others.
  - Sustainability: We aim to conserve our resources for optimal use in the present and future.
  - Trust: We are committed to honesty, transparency, and respectfully sharing our thoughts and encouraging others to do the same.
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### Agenda

	Purpose	Presenter	Time
<b>I. Opening Items</b>			<b>10:00 AM</b>
A. Record Attendance			1 m
B. Call the Meeting to Order			
C. Approve Minutes	Approve Minutes		1 m
D. Introductions		Leigh Long	5 m

	Purpose	Presenter	Time
<ul style="list-style-type: none"> <li>• Teri Williams has been elected to the board of directors and will be chairing the governance committee.</li> <li>• Welcome to Faneisha Nibbs (PTCC)</li> <li>• Welcome to Jesús Figueroa (new volunteer)</li> </ul>			
<b>II. Communications</b>			<b>10:07 AM</b>
<b>A. Crisis Communications</b>		Leigh Long	10 m
<ul style="list-style-type: none"> <li>• Key participants to be woven in at the appropriate time</li> <li>• Crises to consider</li> <li>• Committee expertise and/or outside sources of expertise</li> </ul>			
<b>B. Communications Calendar</b>	Discuss	Leigh Long	25 m
<ul style="list-style-type: none"> <li>• Review of calendar</li> <li>• Opportunities for improvement <ul style="list-style-type: none"> <li>◦ Focusing ED's voice on crucial/sensitive news, mission-centric communications, and other tentpole moments.</li> <li>◦ Elevating heads of school and other key voices.</li> <li>◦ Integrating target languages when doing so is possible and organic.</li> </ul> </li> </ul>			
<b>C. Priorities for 2022–2023</b>	Discuss	Leigh Long	10 m
As part of budget season, discuss wants/needs/concerns for next school year,			
<b>D. Outstanding Brand Items</b>	Discuss	Leigh Long	5 m
<ul style="list-style-type: none"> <li>• Status update on Google Sites, newsletter templates</li> <li>• Status on changing flyer on campus</li> <li>• Status on GLOBE Trot logo</li> </ul>			
<b>III. Other Business</b>			
<b>IV. Closing Items</b>			
<b>A. Adjourn Meeting</b>	Vote		