



The GLOBE Academy

Communications Committee Report

29 June 2020

Committee Chair: Jonathan Clues

Report Type: Update

Updates:

1. A good month for the Communication Committee. We met twice and started to work more harmoniously.
2. The main focus remains on 'onboarding' with deeper discovery to better understand the areas of improvement and opportunity. However we also got into fulfilment and started putting some initial items in place for clearer communication going forward.
3. The priority of the month was, rightly so, the need to carefully but constructively address racial and social injustice – with two outreaches from Katrice and one from Sharon.
4. In addition to the regular newsletters, dedicated communication went out regarding the DeKalb school board elections, together with a link to the Candidate Survey Findings, with the hope to educate the constituents into making informed decisions influenced by the candidates that believe in the mission, and subsequent funding, of charter schools like GLOBE.
5. Another important landmark was the launch of a dedicated YouTube channel for Board of Directors meetings. This will provide one clear, easy to navigate library to memorialize past meetings, and allow any interested party to watch and review at their leisure. Katrice will also link any uploaded video within other social media channels so it can never be suggested that the Board is not being transparent.

While our virtual Zoom meetings enable anyone, anywhere to join into a board meeting, when we return to in person meetings we will also investigate how we can livestream, although no commitment can be made until we understand the logistics and possible expense of this.

6. Finally, we are very excited to see the new website, which is due to launch in the coming week or so. Thank you everyone that sent updated bios and pictures. And I am particularly proud of the StudentBridge donated Virtual Experience that will help tell the

GLOBE story and expect it to drive results across recruitment as well as donor relations and fund raising.

End of Report