



The GLOBE Academy

Communications Committee Report

27 July 2020

Committee Chair: Jonathan Clues

Report Type: Update

Updates:

The Communication Committee met via Zoom on Tuesday July 21st.

Present were:

- Christi Elliott-Earby (Executive Director)
- Katrice Mines (Dir. Of Communications)
- Ryan Hudak (Board Chair)
- Jonathan Clues (Committee Chair)
- Leigh Long (Committee Member)

We discussed the following

1. Re-Confirm Members, Role and Responsibility of the Communication Committee
 - a. We discussed the boundaries of the board (not reaching into everyday business),
 - b. Also the responsibility of the GLOBE team to work collaboratively with the Board for the greater good of the Academy.
 - i. Leverage experience and different viewpoints
2. Projects: Sprint vs. Epic
 - a. We spoke about how there was a lot going on, and that overall things were going well.
 - b. However, we discussed surprise that some major projects/deliverables had not come through the Communication Committee
 - i. For example: New website
 - c. We discussed use of an online collaboration tool to keep projects/roles clear, but the idea was rejected
3. Review Process/Policy/Expectations for outbound messages:
 - a. We discussed how different messages and projects needed different input/approval.
 - b. We spoke briefly about Scheduled/regular messages vs. time-sensitive messages vs. urgent messages vs. sensitive messages
 - c. We discussed concern on the last minute/late weekend rush on important topics and the lack of Committee input/procedure/approval
 - i. For example: Recent key communications on School Opening, Racial Justice

- d. To determine a good procedure – Ryan suggested a matrix that would help a decision tree.
 - i. Christi offered to take the first try at this
 - e. The Communication Plan was mentioned.
 - i. Neither Ryan, Jonathan or Leigh had seen it
 - ii. Katrice shared it for review at a later date, and agreed to review and discuss at the next Committee Agenda,
 - iii. Goal to include in the September Board Meeting
4. New Web Site
- a. We spoke about the great job getting such a large site live, despite some challenges
 - b. We noted that there were several issues
 - c. We discussed how Katrice was soliciting feedback?
 - i. She said that email was just fine and she would keep a central 'to do' list
 - ii. Jonathan forwarded all emails received to date from Sharon, Aba, Kevin and Robyn
 - d. Looking to add the video experience in more prominent position
 - i. Needs IT help
5. Board Reporting Dashboard/Metrics for Month of June
- a. Discussed the importance of establishing baseline data and looking for trends
 - b. Agreed we didn't need 40 data lines, rather just a few from the website, social media and outbound email campaigns
 - c. Jonathan to create an online spreadsheet for Katrice to complete monthly
6. To-Do List before next meeting
- a. We discussed the board Org Chart
 - i. Jonathan to update (with Sharon removed) and distribute to Committee
 - ii. Ryan to suggest further changes, based on members that are no longer active
 - iii. Katrice would like to link to the website
7. Any Other Business
- a. It was noted that the last board meeting was live on YouTube and Katrice said linking to it was working well
 - b. Christi asked after her Committee recommendation, James Bratton
 - i. Jonathan let he know he had emailed but at the time had not heard back
 - ii. UPDATE: I have since heard back and conversation is pending
 - c. Leigh offered her content writing services to assist the GLOBE team wherever it would be helpful
 - d. With the meeting concluded, we set the next appointment for Friday August 14th at 10am

End of Report