



**The GLOBE Academy
Communications Committee Report
31 August 2020**

Committee Chair – Jonathan Clues

Updates:

The GLOBE Academy Communications Committee met via Zoom at 10am on Friday, August 14th.

Present were:

- Christi Elliott-Earby
- Katrice Mines
- Ryan Hudak
- Leigh Long
- James Bratton
- Jonathan Clues

We opened our meeting with an introduction to our newest Committee Member, James Bratton. James is well known to many at GLOBE for his years of efforts, and maybe most well known as the MC/auctioneer in a kilt. James is going to work predominantly as Committee Liaison, to get a better understanding of which committees need more communication help.

We reviewed the action items from the previous meeting from our task list. Jonathan confirmed that he updated the Board Org chart with all the latest information he had, and Christi and Ryan commented they need to update it further as the member information was out of date.

Jonathan asked Christi about the communication matrix that was discussed in the July meeting, which would help all parties understand the correct communication flow and approval for small/regular messaging vs. time critical/sensitive communications. Christi said that with the focus being on opening the school, this had not yet been completed.

Jonathan went on to present the proposed Communication Activity tracker in Google Sheets, which allow the team to track and present historical data and look for any improvements – although it was agreed that Katrice was already doing a great job with outreach and the results were already high.

This led to a discussion about who the members were on the various Facebook pages – with a specific question on whether we see what percentage of GLOBE parents are engaging – on the Parent and Teachers page. This page has 867 members. James asked if the past members were purged and asked about the wider social media strategy. Katrice said there currently was not one – which we can look to incorporate into the 2021 Communication Strategy.

Conversation then moved to how often parents are missing info that is already sent to them in newsletters etc.. There was a question on whether, with so much going on in the world, we have been over-communicating – and important information is getting missed in the noise.

Katrice commented that we've been operating in panic mode, very reactionary to news and events, and that we need to change that. She realized there has been a lot going on and had worked to stop other depts sending out their own messages, so one clear voice is heard. We all agreed.

We discussed the value and balance of 'push' messaging (such as emails) vs. 'pull' messaging (a central hub to find info). We discussed improving the resource repository on the website, to always include the latest newsletters, as well as the possibility of adding a searchable knowledge base/FAQ section. Then we could start to direct parents to this resource page before reaching out to school staff, hopefully providing a consistent experience and messaging, while also reducing admin time spent replying.

The final conversation was around Brand, and the brand guidelines that are in place to help everyone present a consistent experience. Many different logos being used, in different ways. This also combined with Drew's request for a single presentation format for the BOD presentations – to which we did a small survey to see what the preferred platform was. We received 6 replies and it was a split between Google Sheets and PowerPoint. Our mission is to get the template and online Brand Style guide in place by September's meeting.

We moved to discuss how we can help other committees and agreed going forward we should meet after the Development Committee so that we can discuss their communication needs. Jonathan said we would talk to Meghann coordinate and to ensure we had time to meet before the BOD meeting.

With that all said, the next meeting was set for 11am on Wednesday September 16th, and the meeting was adjourned.