



**The GLOBE Academy  
Communications Committee Report  
7 December 2020**

**Committee Chair:** Jonathan Clues

**Report Type:** Meeting Summary and Updates

**Summary and Updates:**

The Communications Committee met via Zoom on Tuesday November 17<sup>th</sup>, 2020.

Present were:

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

It is a short report this month.

We ran through the to-do list on KanbanFlow from the previous meeting.

Katrice confirmed that the Brand Styleguide was all correct and online at <https://theglobeacademy.org/GLOBE-Style-Guide>

Leigh confirmed that the “Virtual Tour for New Parents” project with Megan Brown had been completed.

James commented that projects to assist the development committee were ongoing, with no firm deadlines.

Then the conversation moved mostly to the Board’s expectation as it pertains to a Communication Strategy for 2021 and beyond. Ryan explained that he didn’t want to make it a massive in depth process, or heavy document, and that there were many templates online that Christi & Katrice could use as an example.

To help keep the project in mind as well as on time, the following timeline of deliverables was agreed:

1. Katrice to create a Google Drive shared folder to start collecting key information

2. Christi and Katrice to research 2-3 examples online and download to the shared folder
3. Christi and Katrice to create a “strawman” (an outline) to attain directional approval from the committee that this format was what we were hoping for
4. Christi and Jonathan to meet Wednesday December 16<sup>th</sup> to review (others welcome as able)
5. Initial version – Presented by Christi to the Communication Committee by the end of January '21
6. Final version – Ready for presentation to the board by the end of February 2021

With all business discussed, we concluded the meeting. We have not yet set out next meeting date for the Communication Committee, except the check in meeting on 12/16/20.

**End of Report**