



The GLOBE Academy

Minutes

Communications Committee Meeting

Date and Time

Friday March 5, 2021 at 12:00 PM

Location

Please use the following link to access the meeting: meet.google.com/dhu-tswq-xga

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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Committee Members Present

L. Long (remote)

Committee Members Absent

R. Hudak

Guests Present

C. Elliott-Earby (remote), K. Mines (remote)

I. Opening Items

A. Record Attendance

B. Call the Meeting to Order

L. Long called a meeting of the Communications Committee of The GLOBE Academy to order on Friday Mar 5, 2021 @ 2:03 PM.

II. Communications

A. Communications Strategic Plan

- L. Long indicated that the communications strategic plan is moving forward, but we need to define the current communications' strengths and weaknesses—and most notably, the strategic priorities and objectives moving forward.
- K. Mines reported that engagement numbers are very high across channels, especially on social media this year. (She clarified that this is about the official GLOBE page, not the Parent and Teacher group.) She said data indicates that content from newsletters and website is reaching its target audience, too, with the website serving its role as the main information portal.
- C. Elliott-Earby agreed that the content is being communicated thoroughly. She suggested introducing a pop-up on website, to ensure top stories/time-sensitive alerts are immediately visible.
- L. Long suggested we explore ways to streamline the high volume of content, looking for ways to make it easier to consume. For example, are there other ways to organize the content in the newsletter so it's not quite so long? K. Mines indicated that the way to do that is time-prohibitive but said she would look to see if there are alternative options for optimizing the content distribution.
- C. Elliott-Earby and K. Mines agreed to work together to define goals over the next two weeks.

B. Re-Opening Materials for Staff

- C. Elliott-Earby indicated that Committee support will no longer be needed for this item.

C. Style Guide

- L. Long suggested re-circulating the style guide to ensure its consistent use. K. Mines indicated she will begin sending it out quarterly, to keep it top of mind.
- L. Long proposed expanding the style guide to promote a shared vocabulary. K. Mines indicated that no expansion is needed at this time.

D. Procedures for Content Distribution

- K. Mines said website content should be emailed to her with 5–7 days' notice.

- Newsletter content should be submitted via a Google Doc that K. Mines sends out Thursday and is due Monday at 3 p.m.

E. Identifying Priorities

- L. Long invited C. Elliott-Earby and K. Mines to share what they would like to see as priorities for the communications committee moving forward.
- C. Elliott-Earby suggested getting more people on the committee. L. Long said she has spoken to multiple people with some interest in joining and wants to be able to help them understand what will be how they will be used. K. Mines said the best way for people to help is to be ambassadors, e.g., on social media. C. Elliott-Earby proposed creating a summary of the semester's work. The committee agreed this conversation will continue.
- The committee also discussed supporting the development committee. K. Mines indicated there may be a need for help with grant writing or other projects. L. Long is talking with Meghann Adams about helping with the sponsorship prospectus and will ask about what other ways support would be useful.

III. Closing Items

A. Adjourn Meeting

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 3:06 PM.

Respectfully Submitted,
L. Long