



The GLOBE Academy

Communications Committee Report

26 April 2021

Committee Chair: Leigh Long - llong@theglobeacademy.com

Report Type: Update

Updates:

- Partnership Packet
 - Working with the Development Committee to produce a GLOBE partnership packet, which will be used to solicit sponsors of Annual Fund and special events.
 - Pending Development feedback and approval of outstanding quotes, packet will be ready for digital circulation in May.
 - Packet will be updated at the end of the academic year to reflect 2020–2021 academic points of distinction.
- Communications Strategic Plan
 - Advancing communications strategic plan for 2021–2022 school year.
 - Goals focus on driving ease of content consumption and promoting transparency.
- Social Media
 - Conversations underway about the most effective way to use GLOBE's social media accounts, including the recently revamped GLOBE Community page.
- Developing Committee
 - A few parents have reached out with interest in Communications Committee. Continuing to meet with them to identify ways they can best participate.

End of Report