



The GLOBE Academy

Minutes

Communications Committee Meeting

Date and Time

Tuesday June 15, 2021 at 2:00 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.

Committee Members Present

C. Elliott-Earby (remote), L. Long (remote)

Committee Members Absent

R. Hudak

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 Tuesday Jun 15, 2021 at 2:00 PM.

II. Communications

A. Review Parent Survey Updates

L. Long sent summary of updates to K. Mines after last meeting. Many were made, but the survey has not yet been finalized. C. Elliott-Earby will seek latest version for internal review next week and distribution soon after.

Results will be used to inform communications recommendations (and other Board recommendations) moving forward.

B. Facebook Updates

Larger conversation regarding social media is tabled until parent survey responses are received. We, however, discussed ways to sustain and manage the current channels in the interim, as well as ways to potentially make the website easier to navigate.

C. Strategic Communications Plan

Strategic communications plan will be updated and circulated upon receipt of parent survey results and confirmation of communications-related roles and responsibilities.

D. Parent Handbook

C. Elliott-Earby will share the parent handbook with L. Long for review and potential design updates.

E. Personnel Updates

C. Elliott-Earby shared that Meg Brown will take on some additional communications responsibilities, and we will look to retain a contractor to provide approximately 10 hours of support per week.

L. Long will work on a job description for the contractor role and ultimately will support C. Elliott-Earby in reviewing candidates for the role.

C. Elliott-Earby also shared that GLOBE received a grant from Emory University, and as a result, we have a graduate student in Emory's Rollins School of Public Health who will lead GLOBE's Covid-related communications over the next six months.

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 2:45 PM.

Respectfully Submitted,

L. Long