



**The GLOBE Academy**

**Communications Committee Report**

**30 August 2021**

**Committee Chair:** Leigh Long - [llong@theglobeacademy.com](mailto:llong@theglobeacademy.com)

**Report Type:** Update

**Updates:**

- **Communications Contractor**
  - Wrote job description and began recruiting for a communications team member who will provide 10-15 hours of support per week, with a focus on the weekly newsletter and social media.
  - Currently reviewing resumes and supporting Christi in interviews — we have a couple of strong candidates — with the aim to hire and onboard in the near future.
- **Development Support**
  - Created sponsor recognition banners for both campuses.
  - Created marketing materials for the August Giving Challenge.
- **Website Management**
  - Working with Justin Stubbs (LC Technology teacher) to update the GLOBE website, making it up-to-date and easier to navigate.
- **Newsletter**
  - Developed new email newsletter template, which will make it easier for parents to consume the content that is disseminated each week. New template will be deployed after new communications team member starts.
- **Committee Meetings**
  - Did not hold an August committee meeting, owing to Leigh's (unofficial) maternity leave. Meetings will resume in September, with monthly schedule posted in Board on Track.

**End of Report**