



The GLOBE Academy

Communications Committee Report

27 September 2021

Committee Chair: Leigh Long - llong@theglobeacademy.com

Report Type: Update

Updates:

- Communications Contractor
 - Supported Christi in interviewing new communications staff member.
 - Hired and onboarded Simon Butler, who is working part-time, effective immediately.
- Website Management
 - Working with Justin Stubbs (LC Technology teacher) to update the GLOBE website.
 - Larger updates in the works include a site reorganization (menu bar, sub-menus, etc.) and a full content review to improve brand compliance.
- 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 in October
- Brand Standards
 - Reviewed brand standards and updated style guide.
 - Identified frequent mistakes that need to be corrected on campus and online, including the use of the old flag logo and the use of lowercase GLOBE.
 - Style guide will be re-disseminated in October, with the intent that all GLOBE materials (whether produced by staff, board, PTCC) comply.
- Whoooo's Wondering?
 - Launched call for questions for a regularly occurring video series, Whoooo's Wondering, in which Christi and Ryan will answer questions from parents.
 - First video will be released in October
- Next Committee Meeting
 - Next meeting is scheduled for October 14th at 10 a.m.

End of Report

