



# The GLOBE Academy

## Minutes

### GLOBE Communications Committee Meeting

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#### **Date and Time**

Wednesday September 15, 2021 at 10:00 AM

#### **Location**

Join via Google Meet: [meet.google.com/vqw-eyjb-unx](https://meet.google.com/vqw-eyjb-unx)

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#### 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**

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C. Elliott-Earby (remote), M. Brown (remote), Simon Butler (remote),  
teri\_williams@mckinsey.com (remote)

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## 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 Wednesday Sep 15, 2021 at 10:03 AM.

### C. Approve Minutes

### D. Introductions

## II. Communications

### A. Newsletter

L. Long indicated that one of the top priorities for S. Butler in his new role will be transitioning the newsletter to a better-designed, more readable format, using Smore platform. L. Long provided template to guide S. Butler, and C. Elliott-Earby indicated that the goal will be to deploy this new look on October 1.

S. Butler will advise newsletter contributors of the changes to come, establishing expectations that content will be edited for length, clarity, and compliance with GLOBE brand standards; the same content will not default to appearing in every newsletter; and some content may be distributed via other means (e.g., standalone HOS email, standalone email to a single grade, etc.).

### B. Ask Me Anything(ish)

In an effort to promote transparency to the ED and the BOD, L. Long asked C. Elliott-Earby and R. Hudak to create a regularly occurring series of videos in which they directly answer questions posed by parents. Both agreed and will get started in the next weeks.

To facilitate this, S. Butler will create a wordmark, using Ollie's eyes, for the name of the series, "Whoooo's wondering". L. Long will create the Google form to collect parents' questions and draft copy to promote this to parents. After a sampling of questions are received, C. Elliott-Earby and R. Hudak will record their first video.

### C. Website and Social Media Updates

L. Long indicated that LC Technology Teacher Justin Stubbs is working on a number of website updates, submitted a few weeks ago.

In addition to content changes, L. Long will disseminate recommended organizational changes to the committee, so all can review and weigh in. Once we are aligned, the developer will make the changes. After that, the committee will go page by page through the site advising on copy updates, fixing branding issues, etc.

S. Butler is off to a great start on social media channels, with visually appealing posts at a regular cadence.

**D. Style Guide**

Committee reviewed key information about the GLOBE brand and identified errors in the official style guide that need fixing. L. Long and S. Butler will work on fixing the style guide together.

L. Long will share top-level brand rules in upcoming board meeting; S. Butler will ensure staff and PTCC have the style guide in hand once it's updated.

All are charged with keeping an eye out for signs, messages, etc. that do not match our branding (e.g., signs using old flag logo) and getting them updated.

**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 11:00 AM.

Respectfully Submitted,  
L. Long