



The GLOBE Academy

Minutes

Communications Committee Meeting

Date and Time

Thursday October 14, 2021 at 10:00 AM

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

None

Guests Present

C. Elliott-Earby (remote), M. Brown (remote), Simon Butler (remote), Teri Williams (remote)

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 Thursday Oct 14, 2021 at 10:03 AM.

C. Approve Minutes

II. Communications

A. Whooo's Wondering

L. Long indicated that Whoo's Wondering has been promoted, and while there haven't been a ton of submissions to date, there are some good questions. L. Long proposed that C. Elliott-Earby and R. Hudak record their first round of answers next week, and C. Elliott-Earby agreed.

Questions will focus on busing, school nutrition, language education post-GLOBE, and Covid-related absences. L. Long will email the committee the questions at the conclusion of this meeting; C. Elliott-Earby will source key details from the relevant people (e.g., Sandra Daniel for language) and make a plan to record next week. S. Butler will then disseminate the video.

T. Williams suggested that, as we look address topics of greatest interest, we issue a periodic pulse survey, giving parents a multiple-choice way to indicate what they'd like to hear more about. Committee agree this was a good idea and will implement for the next edition of Whoooo's Wondering.

B. Website Update

L. Long thanked the committee for their contributions to reorganizing the website contents. Developers are working on the reorganization, under the direction of teacher Justin Stubbs. When reorganization is complete, we will revisit the site to assess areas for content optimization.

C. Style Guide

L. Long would like the style guide to be cleaned up and disseminated this month. S. Butler to review.

L. Long also indicated a desire to work with the Development Committee on redesigning the GLOBE Trot logo for 2022, as it draws heavily on the out-of-date flag logo. Committee agreed to revisit this after this month's event.

III. Other Business

A. Other Communications Campaigns

C. Elliott-Earby indicated that she is working with S. Butler on ensuring the launch of PTCC spirit wear and Athletics spirit wear are coordinated. They are also working together on a communications campaign to support board recruitment.

B. Next Meeting

L. Long indicated that we will continue using Board on Track, so upcoming meetings will be posted there. The committee agreed on November 9 at 10 a.m. for the next meeting.

IV. 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 10:50 AM.

Respectfully Submitted,
L. Long