



The GLOBE Academy

Minutes

Communications Committee Meeting

Date and Time

Tuesday April 19, 2022 at 10:00 AM

Location

Video call link: <https://meet.google.com/kcr-zewp-pmv>

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

D. Reynolds (remote), L. Long (remote), S. Butler (remote)

Committee Members Absent

None

Guests Present

C. Elliott-Earby (remote), J. Figueroa (remote), M. Brown (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 Tuesday Apr 19, 2022 at 10:03 AM.

C. Approve Minutes

D. Introductions

Welcome to Jesús Figueroa, a new volunteer interested in engaging with the communications committee.

II. Communications

A. PTCC support

Committee discussed how we can support the PTCC in their efforts on behalf of the school:

- L. Long to invite PTCC co-presidents to use top real estate in newsletter to promote upcoming events and volunteer needs and point readers to PTCC Facebook page.
- L. Long to join D. Reynolds in meeting next week with PTCC co-presidents. Will continue conversation around recruiting and recognizing volunteers, making the most of available communications channels.

B. Communications calendar

Four newsletters remain this academic year. Committee discussed how to use these effectively to elevate key voices and address important issues.

C. End-of-year survey

- Survey will be sent in May 11 newsletter, then resent in May 18 newsletter and in teacher-issued communications, in an effort to maximize respondents.
- C. Elliott-Earby, S. Butler, and L. Long to meet to refine the survey for this year, shortening it considerably and focusing on the areas that we most want feedback on (recognizing that this is not the only way for parents to provide feedback). Survey will be sent to D. Reynolds to review survey design and C. Schwenkler (to review academic questions) as well.
- Charter-required question will be moved to top of survey. Will look into possibility of capturing survey responses if people don't make it to end of survey.

D. Outstanding brand items

S. Butler has done an excellent job supporting Admissions-related needs. Committee is also creating branding for GLOBE Day and other upcoming PTCC initiatives.

Will continue working on updated development packet and templates for teachers.

L. Long put a call for graphic design volunteers in newsletter but received no responses. Exploring approach to recruiting volunteers in the new academic year.

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