



# The GLOBE Academy

## Minutes

### Communications Committee Meeting

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#### **Date and Time**

Thursday August 11, 2022 at 9:30 AM

#### **Location**

<https://meet.google.com/jsy-wmpg-jax>

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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**

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

### **Committee Members Absent**

*None*

### **Guests Present**

C. Elliott-Earby (remote), Nataly Baiz (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 Thursday Aug 11, 2022 at 9:30 AM.

### **C. Approve Minutes**

## **II. Communications**

### **A. Facilities Update**

- L. Long drafting facilities update email, with intent to send next week.
- C. Elliott-Earby to follow up with Cortney Flowers, requesting operational update by EOD Friday.

### **B. Newsletters**

- Readership and feedback are all positive.
- Plans for upcoming newsletters include elevation of additional voices (e.g., Heads of School) and staff spotlights to help community get to know who's who.
- N. Baiz to brainstorm content ideas to support Hispanic Heritage Month.
- S. Butler to support newsletter content with social media posts that remind people where to find key information.

### **C. Branding**

- Files for new sponsorship banners were sent to M. Hayes in July; she will print. Old sponsorship banners can come down.
- S. Butler painted the sign outside Lower Campus and will affix lettering within the next week.
- S. Butler supporting Athletics (and others, as needed) on their branding.

- New GLOBE Trot logo is final and will launch this fall.

#### **D. Intruder Drills**

- C. Elliott-Earby reported that, while we cannot tell community members exactly when the intruder drills will take place, we can send an email with general context on these drills in advance, then communicate again post-drill.
- L. Long to begin drafting email on this matter.

#### **E. PR Opportunities**

S. Butler has been in communication with Trevelino/Keller, a PR agency retained by GCSA. Agency is interested in including GLOBE in upcoming PR efforts; S. Butler will stay in touch with them, provide source material about our school, and update committee accordingly.

#### **F. 10-year Anniversary**

- 2023-2024 marks 10th year of GLOBE. Committee agreed it is time to begin planning how we will mark the occasion, e.g., with content strategy and event for students/parents/community/alumni
- S. Butler will create shared doc for committee to begin brainstorming ideas for the anniversary and also collecting milestones and key stories from GLOBE's first decade.

### **III. Other Business**

#### **A. Exit Survey**

- C. Elliott-Earby indicated that past exit surveys have been ineffective.
- L. Long will draft questions for a new one. D. Reynolds to review from a survey-design perspective.
- Aiming to have this ready to test by the end of the calendar year.

### **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 10:30 AM.

Respectfully Submitted,  
L. Long