



The GLOBE Academy

Minutes

Communications Committee Meeting

Date and Time

Thursday January 12, 2023 at 9:30 AM

Location

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

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), N. Baiz (remote), P. Mooring (remote), S. Butler (remote)

Committee Members Absent

None

Guests Present

C. Elliott-Earby (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 Jan 12, 2023 at 9:30 AM.

C. Approve Minutes

II. Communications

A. Streamlining giving asks

- Committee discussed developing a comprehensive way to summarize all the academic year financial asks to GLOBE parents. Agreed to work on a one sheet that outlines the asks (when they'll come, from whom, and for what) and provides links for parents to address all asks at once, if preferred. This will include Board- and PTCC-driven requests.
- Also discussed developing an FAQ to post on website about why we ask for money and how it's used.

B. Exit survey

- Updated exit survey is nearly ready to deploy. S. Butler to edit one section, per request from E. Elliott-Earby.
- L. Long to review email that will accompany survey distribution.
- S. Butler to send finished survey and email to registrar.

C. End-of-year surveys

- Committee discussed formalizing the output from parent surveys, so data can be compared year-over-year. Will continue conversation about why this analysis might look like.
- Will reinstitute staff surveys, which were not sent last year.
- S. Butler to pull past surveys and begin updating for this year.
- Aiming to send both surveys May 1.
- Like last year, will send post-survey communication calling attention to trending topics and if/how they are informing school decisions.

D. Annual report

- Committee discussed creating an annual report to include storytelling, academic results, financials, etc.
- C. Elliott-Earby will look for examples from parallel institutions (i.e., ours won't be in the vein of a corporation or even a private school).
- L. Long will lead content development, pending source material from Board committees and input from capital campaign feasibility team.
- Target timing: Fall 2023 distribution based on 2022-23 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 10:20 AM.

Respectfully Submitted,
L. Long