

UPPER PERKIOMEN SCHOOL DISTRICT  
Education Center  
2229 E. Buck Road  
Pennsburg, PA 18073

**Communication Committee Meeting**

September 11, 2018

**CHAIR:** Mike Elliott

Ex-Officio: Dr. Kerry Drake, President

**MEMBERS:**

Melanie Cunningham

Judy Maginnis

Superintendent – Dr. Alexis McGloin

Communications Specialist – Nikki Gum

**AGENDA**

1. Approval of June 12, 2018 Meeting Minutes (Attachment A)
2. Communication Plan Update – Nikki Gum
3. Committee Mission & Vision Statements
4. Discussion
  - a. Social Media Posts on Non-District Pages
  - b. Next Meeting Topics
    - i. UPSD District Website
    - ii. Other Requests

*\*Please note all meetings will be no longer than 60 minutes.*

*In order to assist in keeping an accurate record of the proceeding of this meeting, the meeting is being videotaped by the District.*

**Communications Committee**

**Meeting Minutes**

**June 12, 2018 – 6:00pm**

The Communications Committee was held on June 12, 2018 and started at 6:05pm in the Multipurpose Room at the Education Center. The following committee members in attendance: Chair, Mike Elliott, Melanie Cunningham, and Judy Maginnis. Others in attendance were: George Reigle, Ashley Kitten, Nikki Gum, Dr. Alexis McGloin, Maggie Buckwalter, and Phil Detwiler.

Motion by Melanie Cunningham, seconded by Judy Maginnis to approve the minutes from the April 24, 2018 meeting. Motion carried; all voted aye.

Nikki Gum summarized the Upper Perkiomen District Communications Plan draft and went over communication plan which can be found on the district website under the committee information. Nikki stated that the situation analysis uncovered that lack of identity. She also stated not having a district tagline was a reoccurring theme. Mrs. Gum believed we needed to celebrate positives as there has been negative messaging in external communications.

Dr. McGloin shared that a communications calendar has been developed of when to send stories out. Nikki Gum shared that the district has had its biggest social media viral post potentially ever. That post was about the senior walk at the elementary schools. It reached over 17,000 people on Facebook and was shared 143 times.

Nikki discussed the following three focus area to be used as goals: (1) Establish district identity, (2) Communication with stakeholders without oversaturating, and (3) Reach beyond primary audience.

Dr. McGloin shared that the district was going to share some print version materials at places like the local library and senior center. The district also put an insert in the senior drama productions and both the Middle and High Schools to reach that audience. There was further discussion about creating a community email listserv and advertising it at meetings and in community venues.

Nikki Gum discussed the importance of creating main marketing messages for the district to help with consistency. Details were not thought about yet but students would be part of the process.

Strengthening current communication channels was discussed as well. Social Media was enhanced with the addition of an Instagram account and the new website was constantly being updated. Streamlining and compiling building newsletters to be sent out in one publication was talked about.

Judy Maginnis suggested new venues for the district to consider when creating relationships.

Mike Elliot asked that Nikki Gum share the status of the draft Communication Plan at the next meeting.

The next meeting will be held on September 11<sup>th</sup> at 6:00 pm at the Education Center.

Motion by Melanie Cunningham, seconded by Judy Maginnis to adjourn the meeting at 7:03 pm.  
Motion carried; all voted aye.