

## UPPER PERKIOMEN SCHOOL DISTRICT

Education Center  
2229 E. Buck Road  
Pennsburg, PA 18073

### Communication Committee Meeting

October 9, 2018 – 6:00 p.m.

**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 September 11, 2018 Meeting Minutes (Attachment A)
2. Discussion
  - a. District Website
  - b. Social Media---District and Community
  - c. Requests for Future Meeting Topics (District emails/Skylerts, etc.)

*\*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.*

***Mission:*** To promote clear, concise, and respectful communication throughout the district and community.

***Vision:*** Create a forum that encourages effective dialogue to proactively respond to the needs and concerns of the district community.

**UPPER PERKIOMEN SCHOOL DISTRICT****Communications Committee****Meeting Minutes****September 11, 2018 – 6:00 pm**

The Communications Committee was held on September 11, 2018 and started at 6:02pm in the Multipurpose Room at the Education Center. The following committee members in attendance: Chair, Mike Elliott, Melanie Cunningham, Judy Maginnis, and Dr. Kerry Drake. Others in attendance were: Ashley Kitten, Nikki Gum, Dr. Alexis McGloin, and Dr. Andrea Farina.

Mike Elliot started the meeting by saying that in the future he wanted the meetings set up informally, not formal like they were set up in a rectangle. Additionally, Mike Elliot asked if Communication and Policy Committees could switch times. Dr. McGloin said she would check with the Policy Committee to propose Policy start at 6pm and Communication would have a flexible start of 7:30pm.

Motion by Melanie Cunningham, seconded by Judy Maginnis to approve the minutes from the June 12, 2018 meeting. Motion carried; all voted aye.

Nikki Gum shared that every districtwide communication with regard to the High School closures has come across her desk and that it was helpful that we were only communicating once with a consistent message.

Mike Elliot asked if the Administration tried to think of timing of events to get the best availability for the majority of people. Dr. McGloin responded that we try to set the calendar and try to avoid certain events when possible.

Nikki Gum shared that said she had been monitoring social media and passing on any areas of concern to Administration. Dr. Drake requested a summary of social media activity be included in future board updates and as needed.

Nikki Gum further shared that the district would have community newsletter signup for individuals that did not have students in the district but still want to receive communication from the district. About 20 individuals signed up during Community Day and some printed versions would be distributed to local businesses. Dr. Drake asked the Administration to add an electronic sign up option to the website.

Further discussion of the Communication Plan included more consistent advertisement of events. Nikki Gum shared that the district now had a community bulletin board under the community tab on the district website to advertise events in the community and related to the district.

A district wide newsletter would be distributed in September and on the same date each month moving forward. This would replace individual newsletters from building principals.

Discussion on the mission and vision of the Communication Committee occurred and the following were developed:

Mission: To promote clear, concise, and respectful communication throughout the district and community.

Vision: Create a forum that encourages effective dialogue to proactively respond to the needs and concerns of the district community.

Mike Elliott shared that he liked that the district was responding on Social Media when appropriate. He further requested that before the next meeting the committee members look at the current website to identify strengths and weaknesses and asked that the district's Director of Technology attend the next meeting.

The next meeting will be October 9, 2018 at 6:00 pm at the Education Center. There will be no meeting in November or December.

Motion by Judy Maginnis, seconded by Melanie Cunningham to adjourn the meeting at 6:58pm. Motion carried; all voted aye.