

## UPPER PERKIOMEN SCHOOL DISTRICT

Education Center  
2229 E. Buck Road  
Pennsburg, PA 18073

### Communication Committee Meeting

January 8, 2019

**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 October 9, 2018 Meeting Minutes (Attachment A)
2. Discussion
  - a. Website Analytics and Suggested Changes
  - b. Social Media (UPSD and other pages)
3. Suggested Topic(s) for March 12, 2019 Meeting

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

***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.

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

**UPPER PERKIOMEN SCHOOL DISTRICT**

**Communications Committee**

**Meeting Minutes**

**October 09, 2018 – 6:00pm**

The Communications Committee was held on October 09, 2018 and started at 6:15pm 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: Ashley Kitten, Nikki Gum, and Bryan Ruzenski.

Mike Elliot started the meeting by saying that he would like to have these meetings start later, at least 6:30 as 6:00pm start times are very difficult for him.

Motion by Melanie Cunningham, seconded by Judy Maginnis to approve the minutes from the September 11, 2018 meeting. Motion carried; all voted aye.

Motion by Judy Maginnis, seconded by Melanie Cunningham to approve the meeting agenda. Motion carried; all voted aye.

Mike Elliot stated that the committee would start by discussing the website and asked the committee for feedback. Melanie Cunningham stated that when hovering over headings it is hard to click on what you actually wanted sometimes. Bryan Ruzenski said he would look into this.

Judy Maginnis said the new site was improved and more aesthetically pleasing but things were still hard to find sometimes. She provided the example of nursing and that most people would not think to look under student services.

Mike Elliot asked that we look into site traffic to identify what pages should be given priority. Bryan Ruzenski responded that we would turn on analytics and track traffic for a few months to review. Judy Maginnis suggested making a “most popular” list based on analytics. Bryan Ruzenski said we would look at analytic results at the next committee meeting.

Mike Elliot also offered that he believed the magnifying glass to enable the search feature was too small and blue so it blended in. Bryan Ruzenski said that he would look into that as well as ensuring the highlighting was a more prominent color.

Mike Elliot asked if we could make the community bulletin board look like a bulletin board and Nikki Gum said she would explore this. Additionally, he would like to see more information added the facts and figures. Ashley Kitten suggested utilizing some of the drone footage from the opening day video and Nikki Gum said she would follow up with that.

Nikki Gum also discussed starting to review content to remove outdated information and combine pages where able. She further stated that she was working on getting a form up to sign up for the district newsletter.

Mike Elliot asked for requests for future meeting topics. Melanie Cunningham suggested looking into a district public access station. Nikki Gum shared that is being discussed in early stages.

Judy Maginnis asked how we were progressing on the district wide newsletter. Nikki Gum said that she should be getting a draft to Dr. McGloin that week. She shared that it would live on the website so it could be more dynamic with photos and videos.

Mike Elliot said we would discuss social media at the next meeting.

The next meeting will be January 8, 2019, time to be determined at the Education Center. There will be no meeting in November or December.

Motion by Melanie Cunningham, seconded by Judy Maginnis to adjourn the meeting at 7:10pm. Motion carried; all voted aye.