

UPPER PERKIOMEN SCHOOL DISTRICT

Education Center
2229 E. Buck Road
Pennsburg, PA 18073

Communication Committee Meeting

May 14, 2019

CHAIR: Mike Elliott

Ex-Officio: Dr. Kerry Drake, President

MEMBERS:

Melanie Cunningham

Judy Maginnis

Acting Superintendent – Dr. Andrea Farina

Communication Specialist – Nikki Gum

AGENDA

1. Approval of January 8, 2019 Meeting Minutes (Attachment A)
2. Discussion: Social Media
 - a. Review of Relevant Board Policies
 - b. District Social Media Channels
 - c. District Representation on Non-Controlled Social Media Channels
3. Review of Committee Goals and Direction for 2019-2020 School Year

**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

January 8, 2019 – 6:30pm

The Communications Committee was held on January 8, 2019 and started at 6:34pm in the Multipurpose Room at the Education Center. The following committee members in attendance: Chair, Mike Elliott, Melanie Cunningham (via phone), and Judy Maginnis. Others in attendance were: Dr. Alexis McGloin, Ashley Kitten, Nikki Gum, and Bryan Ruzenski.

Mike Elliot started the meeting by saying that these meetings start at 6:30pm moving forward and policy will begin directly after.

Motion by Judy Maginnis, seconded by Melanie Cunningham to approve the minutes from the October 9, 2018 meeting. Motion carried; all voted aye.

Mike Elliot announced that March 12, 2019 and May 14, 2019 are the next committee meeting dates.

Bryan Ruzenski went over the changes that were made to the website based on discussion from the last meeting. These changes included removing and updating older and less relevant content, enlarging the search icon to draw more attention and streamlining the dropdown menus for simplicity. An obvious “click here to subscribe” button was added to district calendars to allow for users to get notified.

Changes not made but previously discussed were to create a greater contrast for hyperlinks. This cannot be completed with the current available color pallets on the website. This will remain as is per committee discussion.

Mike Elliot asked how the website vendor was to work with. Bryan Ruzenski shared they were receptive to changes and have a great customer service. It was confirmed that these tweaks are covered by our current service agreement.

Bryan Ruzenski shared that Google Analytics has been running throughout November and December and will continue to run. Data revealed that the district website has an average of 10,000 visitors per week. 1% of visitors utilize the search function but that should increase from changes made.

The top five searched topics were Skyward, UPMS drama, Naviance, Calendar and Employment. The top visited sites were faculty portal, High School homepage, Elementary FLITE school pages and employment opportunities. Additionally, Skyward family access, name the school page and the district directory all are getting significant traffic. Further, data showed that 80% are desktop/laptop users, 18% are mobile users and 2% are accessing the website via a tablet.

Melanie Cunningham asked if we can look into when a user clicks the search function, if it would be possible for the curser to enter to the search box and have what the user is typing be a more visible color.

Mike Elliot asked for a follow up on the analytics between internal and external users to make an informed decision to include “mail to” hyperlink option for email addresses on staff webpages.

Judy Maginnis suggested that we have a “splash page” link to the budget information page to inform more individuals about meetings.

Nikki Gum shared that we have had about 40 community members who have signed up for district newsletters. Mike Elliot asked if there is a way to sign up for the newsletter yet and Nikki Gum shared that we still need to get it up on the website potentially under the community page.

Mike Elliot said we will start with discussion on social media at the next meeting and continue with newsletter and website analytic updates, community newsletter sign up update.

Nikki Gum shared that over the last year we have gained 616 followers on Facebook (1,545 to 2,161 total followers), 576 followers on Instagram and 126 followers on Twitter.

The next meeting will be March 12, 2019 at 6:30pm at the Education Center.

Motion by Melanie Cunningham, seconded by Judy Maginnis to adjourn the meeting at 7:30pm. Motion carried; all voted aye.