

## UPPER PERKIOMEN SCHOOL DISTRICT

Education Center  
2229 E. Buck Road  
Pennsburg, PA 18073

### Communication Committee Meeting

November 14, 2019, 6:00 p.m.

**CHAIR:** Mike Elliott

Ex-Officio: Dr. Kerry Drake, President

**MEMBERS:**

Melanie Cunningham

Judy Maginnis

Superintendent – Dr. Allyn Roche

Communication Specialist – Nikki Gum

### **AGENDA**

1. Approval of May 14, 2019 Meeting Minutes (Attachment A)
2. Review of 2018-2019 Meeting Topics
  - a. Committee Mission & Vision/District Communications Plan (September)
  - b. District Website (October)
  - c. District Website (continued)/Google Analytics (January)
  - d. Social Media (May)
3. Discussion: District Branding Needs
  - a. Messaging
  - b. Visual Elements/Logo
4. Discussion: Next Meeting Topic(s)

*\*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**  
**May 14, 2019 – 6:30pm**

The Communications Committee was held on May 14, 2019 and started at 6:32pm 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: Nikki Gum.

Mike Elliott started the meeting by introducing the members of the committee and the administrator in attendance.

Motion by Judy Maginnis, seconded by Melanie Cunningham to approve the minutes from the January 8, 2019 meeting. Motion carried; all voted aye.

Mike Elliott discussed a conversation with the district solicitor in regards to potential social media legal issues. The solicitor recommended the district review social media policies. Mike Elliott also relayed that the solicitor suggested the district have a designated person in charge of social media, which is the case since Nikki Gum's hiring. Mike Elliott shared that the solicitor suggested that individuals within the district may have their own accounts, such as principals, but it is not recommended that they have control over the district account. He also shared that the district should be aware of ADA compliance on social media. Nikki Gum said that she would do more research on ADA compliance with social media videos, in particular.

Mike Elliott suggested Dr. Allyn J. Roche, the newly hired superintendent, join a future meeting to discuss his communication preferences, especially in regard to social media.

Mike Elliott said he thought the district has a good social media presence, and that there are some subsets of groups that have their own social media presence. Nikki Gum summarized the UPSD groups she is aware of with social media presences. Mike Elliott asked Nikki Gum to put together a list of the UPSD associated social media accounts that she is aware of to share with the committee members.

Judy Maginnis asked if we need to be concerned about student photo permissions in regards to the "unofficial" social media accounts. Nikki Gum shared that teachers, in particular, are aware of the "no photography" list.

Nikki Gum asked the committee members about their thoughts on responses on the district social media accounts and shared some of her methods for responding to questions and concerns. Melanie Cunningham shared that she felt the district responses were appropriate, and encouraged continued transparency. Mike Elliott suggested there are times when the district account should say that it is following up in a private message to show that it is responsive. Nikki Gum shared that she tends to sign private messages, so individuals know who they are talking to, and she tries to point them to the appropriate office of individual when she can't answer a question. Mike Elliott asked that the district consider sharing the district's response procedure directly on our Facebook page somewhere, perhaps in the "About" section.

Mike Elliott suggested the committee discuss the social media-related Board policies. Melanie Cunningham stated that she felt they were updated recently enough to continue to be appropriate for the immediate future. All in attendance agreed that they were appropriate and straightforward.

Melanie Cunningham asked if Nikki Gum monitors and responds on other (non-district) Facebook pages. Nikki Gum stated that she does monitor them, but only posts on other pages when she feels there is misinformation.

Mike Elliott shared that for individuals watching the meeting video, the Board policies are available on the district website.

Nikki Gum recapped the growth of the district social media following, which had been discussed in more detail at a previous meeting.

Nikki Gum shared some details about the district communication plan, and the members of the committee agreed that district branding will be a focus for the committee in the 2019-2020 academic year, both visual needs and messaging priorities.

The meeting schedule for the coming 2019-2020 academic year will be decided in August.

Motion by Judy Maginnis, seconded by Melanie Cunningham to adjourn the meeting at 7:34pm. Motion carried; all voted aye.