

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

Communication Committee Meeting
September 22, 2022, 6:00 p.m.
Education Center – Conference Room A

CHAIR:

Mike Elliott

EX-OFFICIO:

Judy Maginnis, President

MEMBERS:

Emily McCormick
Peg Pennepacker

STAFF:

Dr. Allyn Roche, Superintendent
Alexis Jenofsky, Communication Specialist

AGENDA

1. Approval of February 24, 2022 Meeting Minutes (Attachment A)
2. Welcome and Introduction of Mrs. Alexis Jenofsky, Communication Specialist
3. Current Projects and Focus Areas for UPSD Communications
4. Discussion: Topics for Discussion
 - a. District Branding
 - b. Website Audit and Updates
 - c. Other Topics of Interest/Concern

NEXT MEETING: January 26, 2023 at 6 p.m., Education Center, Conf Room A

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

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

**Please note all meetings will be no longer than 45 minutes.*

UPPER PERKIOMEN SCHOOL DISTRICT

Communications Committee

Meeting Minutes

February 24, 2022, 6 p.m.

The Communications Committee was held on February 24, 2022 and started at 6:01 p.m. at the Education Center in Conference Room A.

The following committee members were in attendance: Chair, Mike Elliott, Emily McCormick and Peg Pennepacker. Others in attendance were: Dr. Allyn Roche, Nikki Gum, Board President Judith Maginnis, and Board members JP Prego and Dana Hipszer.

Mike Elliott called the meeting to order.

Motion by Peg Pennepacker, seconded by Emily McCormick to approve the minutes from the March 12, 2020 meeting. Motion carried; all voted aye.

Nikki Gum provided an [update and presentation](#) on the status of district communications efforts, which included a summary of communications goals and objectives, an overview of district communication channels/tools, and district website and social media analytics.

Those in attendance discussed some new ideas in regards to communications efforts, including the possibility of a future website redesign and organizing promotion of alumni, perhaps in conjunction with the Upper Perkiomen Education Foundation.

Motion by Emily McCormick, seconded by Peg Pennepacker to adjourn the meeting at 6:39 p.m. Motion carried; all voted aye.