

UPPER PERKIOMEN SCHOOL DISTRICT

Communications Committee

Meeting Minutes

March 12, 2020 – 6:15 p.m.

The Communications Committee was held on March 12, 2020 and started at 6:16 p.m. at the Education Center. The following committee members in attendance: Chair, Mike Elliott, Melanie Cunningham and Dana Hipszer. Others in attendance were: Dr. Allyn Roche and Nikki Gum.

Mike Elliott called the meeting to order.

Motion by Melanie Cunningham, seconded by Dana Hipszer to approve the minutes from the November 14, 2019 meeting. Motion carried; all voted aye.

Nikki Gum provided an update on how the Friday Update email blasts had been going. She shared that overall, the feedback had been positive from the district community, and that she had plans to incorporate more news content into them in addition to operational content and reminders.

Those in attendance discussed the possibility of reviving the community newsletter (aimed at those within the Upper Perk community who do not have a student in the district) that had previously been started by Nikki Gum, in the form of a once monthly email blast, utilizing the email list curated by Ms. Gum. This email could include stories from the previous month, and preview events in the coming month.

Ms. Gum shared an overview of some [proposed district branding guidelines](#) and needs, including an updated wordmark/logo, letterhead, envelopes and more. It was agreed that this topic was worthy of more time and discussion, and would be considered more fully at a future meeting.

Motion by Melanie Cunningham, seconded by Dana Hiszer to adjourn the meeting at 6:45 p.m. Motion carried; all voted aye.