

Skinner West LSC Communications Committee Meeting

Tuesday, November 14, 2012 @ 6:30 PM

Meeting Minutes – Actions/ Owners items in **BOLD**

Attendees: Kisha Young, Megan Schumacher, Ezra Caisip, Latoya Price-Childs, Gaute Grindheim, Vice Principal Robinson, and Linda King

Weekly E-Newsletters

- Constant Contact renewed, password to be changed
- Newsletter authors: Dec to 1/10/13 – **Linda**, Remainder of Jan – **Megan**, Feb – **Kisha**,

Email Database

- Over 1,000 recipients, 400+ opens weekly, although phone opens aren't always tracked.
- **Mrs. Clark** provide a list of all staff members to be added to database to receive newsletters

Website Updates

- **Annie** has been updating website with weekly newsletter content; **Linda** has been posting meeting minutes, and requests sent to skinnerwest gmail account.
- New Additions - Mylocker.net logo for uniform & spirit wear ordering has been added to home page, FAQs to main tab, links to admissions tabs, tab for common core standards,
- Gaps – bios, email addresses and teacher pages needed for all new teachers (**Clark**); Paypal for paying school fees needs to be updated (**Robinson**); Google teacher pages need to be populated upon training; Ms Westy to update missing staff pictures; Need for standardization of holiday events (e.g. Halloween, valentine etc) to prepare communications; Need high school listing of '12 grads,
- Suggestion to revamp website will be revisited during summer, when there is minimal activity; we will collect ideas for website redo; Need for 2-3 sentence description for each, minimize information for better readability
- Content Website Guidelines discussed focus should be limited to educational content, school activities, and neighborhood involvement
- Websiteings has created written instructions for updating teacher webpages. Mrs Clark and Robinson to determine best way to distribute.

Social Media

- **Ezra** is updating Facebook. 184 likes, Reach is 50,0000. Statement was added to qualify postings and use of website, Postings can include calendar updates, newsletter content or pictures (highest spikes of activity)
- **Gaute** to updating Linked In

Front Office – Suggestion box was found and is in the front office.

Phone System – **Mrs Clark** to check with corporate on how to expand use of the phone/ announcement system; We now have the ability to record and send broadcast messages to all parents. This will be used for special news and reminders- **open item**

Room Parent Program

- 43 room parents, 25 classrooms. **Latoya** expects to send biweekly template emails with focus for the month. These are to be edited and forwarded by RPs.
- First major event is Family Fun Night (FFN). Each RP is coordinating volunteer activity per room.
- Signupgenius is used to identify activities for FFN. This can be used for other programs e.g. wish list, report card pickup template (was used by one teacher successfully), and many other programs.
- Shutterfly account developed to allow everyone to see school pictures by class, schoolwide etc; Usage statements/ guidelines; Could be good source for yearbook development

Volunteer Program

- Novita Wong has developed content on volunteerspot.com calendar. Need to remove # filled; Latoya to work with Novita to launch after Thanksgiving; Volunteers for recess are still needed. Plan to send email with instructions, provide follow up with newsletter weekly, pending Clark approval

Lobby Signage for Daily Events

- Newsletter bulletin board will be replaced with a whiteboard to allow for reminder of daily events (e.g. meeting location, event reminder) - **Clark**
- Newsletter has grown to 12-15pgs, and will shift to take up ½ of the LSC bulletin board – **Clark**

Other Topics

- Need for communication for substitute teacher planning

Monthly Schedule

- Next meeting dates at @ 6:30pm, the Tuesday before the LSC meeting each month
 - Tuesday, Dec. 11th
 - Tuesday, Jan. 8th
 - Tuesday, Feb. 19th
 - Tuesday, Mar. 12th
 - Tuesday, Apr. 9th
 - Tuesday, May 14th
 - Tuesday, June 18th

Questions, please contact Linda King @ lindaking927@gmail.com

All are welcome to attend or submit ideas to skinnerwest@gmail.com