

EVANSVILLE COMMUNITY SCHOOL DISTRICT

CSI – Communication and Community Engagement Minutes

Thursday, January 17th, 2019

6:00 pm

District Board and Training Center

340 Fair Street (Door 36)

Committee Members Present:

Michelle Buehl

Kathi Swanson

Mandi Firgens

Karyn Matchey

Jason Knott

Lindsay Krull

1. Attendance was taken.
2. Minutes from November 15, 2018, were not available. Committee will approve at the next meeting.
3. Reviewed meeting agenda.
4. Discussed the Social Media Commenting Guidelines for our Facebook Page. Everyone was in favor of adding these guidelines. They will be pinned to the top of the District Facebook page so anyone going to the page will be forced to see the guidelines posted.
5. Discussed creating a plan to ensure that the website and Facebook are tended to on a daily basis:

Facebook – We need to designate a point person, that person will need a separate email address just for Facebook posts. If 9 month employee, we need to designate a summer time back up. District wide posting would still occur in the summer and for emergency posts. Stipend for 9 month employee if a teacher would be for 38 weeks at 15 hours/week and back up would be 14 summer weeks - 15 hrs/week. This would be a work in progress, re-evaluation would be needed at the end of summer and at the end of semester to make sure the workload is appropriate. Website subscription is necessary to Canva (graphic design/brochure/photo editing and design) and could be shared between the 2 users – approximate cost \$120/year. Mandi and Lindsay will sit down to develop the guidelines of how we need to make this work effectively along with a phase-out/page merge plan for the other 4 existing Facebook pages.

Website: The website committee needs to get together to develop a plan to evaluate the existing website, identify needs, what needs correcting and what needs to be re-designed. The committee will also need to provide a timeline and a budget of what is needed to make this happen. A full or ½ time communications person isn't in the budget so we need to look at making this a stipend as well for one or more people.

6. Small groups shared progress on work towards goals.
 - a. One Facebook Page Update – Lindsay Krull discussed the process of manually merging pages per the recommendation from Social Schools 4EDU. The process will take a month or two.
 - b. Website & Mobile Strategy – A mobile strategy article was handed out to the committee that was written by Casey at Apptegy for everyone to review on their own time. Barb Dorn will be working with CMS4Schools to get a webinar or in-person demo of what new things they have to offer us so we can compare Apptegy and CMS4Schools side by side.
 - c. 4K Communication – Mark Schwartz discussed that the Health Bureau census is no longer being updated so we aren't getting accurate lists of incoming 4K children. He has been

working with the daycares to get lists. The 4K Committee has created an updated brochure and they want to get it out to the community this next week. We need to find out who these families are, and invite them to the 4K night, See the Sites Night to meet the teachers, and 4K registration. The brochure lists the steps, addresses, dates and the inside cover, it asks families to go to the website to enroll and register. The committee is working on getting this information out to the grocery store, library, realtors, website, Facebook and by placing an Ad in the paper. A suggestion was made to add a QR Code to the brochure. Mark will add a checkbox to the registration forms to monitor how they heard about us. The committee will also look into Online Enrollment as it would be great to be able to enroll kids that aren't 4 yet.

- d. Brochure Creation – The entire committee discussed the need for a brochure. Several wondered why we would spend the time on making a brochure when we are going away from paper. It was discussed if we would do a district brochure or 1 brochure for each building. In addition, with the Referendum Building/Remodeling and Renovations so many things will change in the next two years. The committee discussed putting time and effort into the website, Facebook, stipends instead of spending time and money on a brochure. Mandi Firgens suggested adding decals/graphics to the front doors of all school buildings with our Facebook, Instagram and Website information listed on them. The same information could be placed on a postcard sized document that could be handed out to the chamber, realtors or placed in our building offices or at community places like the library or Creekside Place.
7. Small groups determine the next meeting time – February 12th at 6pm for a 4K Committee update and to specifically discuss the plan for the Website and Facebook.
8. Meeting adjourned at 8:40 pm.