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| Meeting Title: Communications Committee | Meeting Date: 10/1/2015 |
| Meeting Location: KOSD Board Room | Meeting Time: 6:00 PM |
| Attendance: Sarah Welch, Neely Crowell Partial Meeting Attendance: Don Howard, Rob Brownlee, Raeanne Lindsey, Shannon Varley | |
| 1) Alumni Achievement Award | |
| Two alumni will be recognized at a reception at Dormont Elementary on Friday, October 9 at 5:00 PM prior to the Homecoming parade. They will also be recognized on the field during halftime. There was a good social media response to the selected winners, Darlene Lovasik and Ian Cummings. We are excited that both honorees are able to attend. | |
| 2) e-newsletter formatting | |
| We are looking for more design elements and white space in the e-newsletter to make it more readable. | |
| 3) Retirement Send Offs | |
| We were pleased to see that the pep club created a video to send Mr. Hagy off to retirement. We love this type of student created and driven project. We want to make sure that anyone who spends a career as part of the KO family is sent off with appreciation for their time here. We discussed gaps and how to fill them as the pep club is a High School club. The Middle School and Elementary Schools do not have similar organized groups of students. More discussion will occur on this topic. | |
| 4) Social Media "Terms of Use" Policy | |
| Unfortunately, we had an issue with some disrespectful comments posted on the KOSD Instagram account. Which means that we have to implement a terms of use policy to ensure that we clearly communicate that inappropriate comments will be deleted. Our attorney's provided a rather lengthy statement. We are looking at ways to simplify the policy. | |
| 5) Copyright/Trademark Logo | |
| We have found again, that there are various local businesses selling KO "Licensed" Apparel and other items such as balloons. After reviewing information provided by our attorneys we are still considering whether we need to formally pursue trademark of our logo / name. However, we feel that we are within our rights to | |

send a cease and desist letter to some of these local stores. We don't mind that they are selling the apparel, however, the school should be receiving some amount of consideration in return. OR perhaps the school should sell our own apparel at these stores as a fundraiser. Knowing how retail space works, we can only conclude that this merchandise is selling since retail space is often not given to items that are not selling. Further discussion to occur on this topic, we will start small on beginning to defend our unregistered mark locally.

6) Respect Your School Campaign

We are looking to assemble a student group to work on communicating respect themes to the students. We will encourage the students to come up with their campaign and focus points. A few of our examples had to do with respecting yourself and believing that you can do well in school and most importantly that you deserve to do well in school and have a bright future. Other ideas centered around keeping the school clean and being KO proud. We discussed briefly the work of Bill Strickland who is the founder of the Manchester Craftsman Guild and his work with the Manchester Bidwell center. Neely noted that he specifically discusses environment and high expectations that they have for their students. We discussed ways to make our school environments more inviting. We have great light in the HS and some nice common areas that have been neglected and unimagined through the years. We are looking to change these things... and are hoping that we can get our students involved to do so. This is their environment, we believe that they deserve the best we can give them. But in exchange, we expect that our schools and work of fellow students will be respected. The old KO way said that we can't put student murals on our walls to brighten things up because they would be vandalized. We are hoping to stop believing negative things will happen, and just give it a try and trust that our students will in fact appreciate and respect the work of their peers.

Shannon Varley is going to look into whether some of our arts curriculum can incorporate some of these ideas. Dr. Varley discussed how getting the students involved in the planning and projects will bring ownership and respect.

7) Next Meeting Date: Congratulations to our Sarah Welch and her family on the expected arrival of their son in early November. We will be taking a short break from Committee Meetings until Sarah returns in January, with our first meeting likely being held in early February. We discussed the transition plan to cover the workload while she is away. Everything seems to be in order and we appreciate everyone stepping up to do their part while she is gone. Sarah has diligently

worked ahead to make sure that all of the publications that would go to print during her time off are ready. Thank you so much! We will miss you Sarah!