

Meeting Title: <b>Communications Committee</b>	Meeting Date: <b>02/12/2014</b>	
Meeting Location: <b>KOSD Board Room</b>	Meeting Time: <b>7:00 pm</b>	
Attendees: Neely Crowell, Joe Finucan, Dave Hommrich, Kathy Foster Items in red were not discussed		
Agenda:		
<ol style="list-style-type: none"> <li>1) Kindergarten Registration Update <ol style="list-style-type: none"> <li>a. Preliminary Results</li> <li>b. Open house progress</li> </ol> </li> <li>2) Digital Marquee</li> <li>3) Website <ol style="list-style-type: none"> <li>a. Google analytics history – we are getting access from Aaron in a week</li> </ol> </li> <li>4) Annual Financial Report Communications Piece <ol style="list-style-type: none"> <li>a. Identifying editorial opportunities</li> </ol> </li> <li>5) Communicating through transitions <ol style="list-style-type: none"> <li>a. MS/HS</li> </ol> </li> <li>6) Update from Jim <ol style="list-style-type: none"> <li>a. Coffee with series (Jeff Sieg)</li> <li>b. KOHS Program of Studies Booklet</li> <li>c. New Student Registration Packet - different than K reg packet</li> <li>d. Breakfast Program</li> <li>e. <b>Skills USA contest winners</b></li> <li>f. other</li> </ol> </li> <li>7) <b>How can we start to get the students involved in writing?</b></li> </ol>		
<b>Old Action Items</b>	<b>Who</b>	<b>By-When</b>
Report on Kindergarten enrollment trends at KO	Foster	Needs follow up 3/12
Kindergarten Packet welcome letter and new forms	Cromie	Completed
Kindergarten video / photo slide show (The overall goal here is to get enough of a reel put together so that we can have this piece on the website eventually. However, we have added the deadline of having this put together in time to play in the Kindergarten classrooms during the open house – check with Kathy on the dates.)	Cromie	3/20
PFO outreach regarding Kindergarten welcome ideas	Crowell	Completed
<b>New Action Items</b>	<b>Who</b>	<b>By-When</b>
Advertising for Aiken K registration make up day (website, Facebook & other channels)	Cromie	ASAP
Neely to attend the community strategic plan sessions	Crowell	2/21 & 2/22
Who hasn't registered for Kindergarten – start planning for additional outreach and invitation to open house and maybe a quick survey.	Cromie / Foster	3/12
Joe to gain access to Google Analytics and analyze website stats	Finucan	3/12
Joe to review website documentation and see what he can do to help fix issues we are having with carousel.	Finucan	3/12
Is there a good person we can pass off the task of using google webmaster tools to help identify broken links on the site?	Finucan	3/12

## Kindergarten Registration Communication Update

### *Report on Kindergarten enrollment trends at KO*

Kathy reported on very early registration numbers.

School	Current Class Size	Registered as of 2/17	Predicted enrollment	Potential	Notes
<i>Aiken</i>	24	16	21	34	<i>One registration date was rescheduled due to the weather. Last session to be held on 2/24. Make-up date was not on the website / facebook as of 2/14. Please add.</i>
<i>Dormont</i>	55	40	62	102	<i>Dormont had one more evening session for registration not included in this report</i>
<i>Myrtle</i>	57		54	86	<i>Too early to report. Registration scheduled for next week</i>

The predicted enrollment and potential numbers came from a document that Matt Cesario put together based on census information. I've included these numbers here because the predictions were very close to spot on for the past year. They are presented simply as a data point here for us to compare. The document has also been uploaded to sharepoint under communications. The point with our added recruiting activity is to beat the predicted enrollment. Mt. Lebanon notes on their website that they contact every family with Kindergarten aged children directly. We should be able to do that as well. In the least, we should know the potential number of enrollees every year. It will help with planning as well as help us see trends in what will hopefully be an increase in enrollment. I would like to send a flyer out like Jim created for the cover of our registration packet to invite the families who haven't registered to attend the open house. I would like to try to determine why they are not registered, i.e. attending school elsewhere, waiting a year, etc.

### ***Kindergarten Packet welcome letter and new forms***

This has been completed. Jim was able to create a nice cover / flyer for Kindergarten registration. The packet has been updated to correct some errors and a welcome letter has been added. In addition, Jim noticed that our New Student Registration Packet could benefit from the same types of changes we suggested for the K packet and is in the process of upgrading that document for us as well.

### ***Kindergarten video / photo slide show***

We have added to our wish list that this project be completed prior to the Kindergarten open house tentatively scheduled for late March / early April. We would like this slideshow or video combination to play in the classrooms during the event. Ideally, next year, we will be able to also play it during registration and it will be on the website.

### ***PFO outreach / Kindergarten Welcome***

Neely did send an email to the three PFO Presidents. I heard back from Dormont President Kelli Stewart who noted that they will think about ways the PFO can help to welcome new families to the district. If I don't hear from the Aiken and Myrtle PFO Presidents in the next few days, I will reach out through other people in those communities.

### ***Kindergarten Spring Open House***

Kathy is working on a program for a spring open house. She has reached out to the principals and has a few dates floating around which will be confirmed soon. We discussed some logistical concerns, whether to have the program at each school or a single combined session. We all agreed that it would be best to have the program in each community. We are going to try to take a look at registration information to determine whether our incoming K class will have a sizable population of new to KO families. The concern is that families who have already been through the kindergarten process before may not attend. We agreed that having a program of substance where there are activities for the children would make a difference with attendance. Kathy expressed concern that she just doesn't want the event to be poorly attended and we also need to be careful not to overstep into orientation activities.

Kathy provided a tentative outline for the program in email after our meeting:

1. PA Early Learning Standards for Preschool - this allows parents to see the types of entering behaviors many kindergarten students bring to school.
2. PA Early Learning Standards for KDG - this shows what exit behaviors/skills from kdg. look like
3. Specific kdg curriculum including both academic (LA/Math/Science, developmental guidance and its focus, social skills and general readiness as what goes on in the program all year.
4. How assessment is done at this level - differences between curriculum-based assessment, standardized assessment, formative, summative (but all in user friendly terms)
5. Kinds of readiness activities that can facilitate preparation for the formal program.

## **Digital Marquee**

There have been two people who expressed interest in a digital marquee, Dave Hommrich and Jim Cromie. Jim's wish list included the two main street locations – Aiken and the MS/HS Campus. Dave was able to gain some insight into how the economics of these signs work. Jim had previously mentioned that by allowing advertising on the signs that we would be able to get the signs for free. We agreed that IF we can do so tastefully, then this might be something to consider. If the board approved this project, we would only be interested in moving forward if we retain editorial control and could approve the advertisements/advertisers. Dave noted that once the sign was paid for through the initial agreement that the district would then earn a profit from future advertisements. Dave is going to get us some more information related to the cost of operating the signs and also a general idea as to what kind of profit / timeline we could be looking at. I would also ask that Jim provide whatever information he has as well. This is an item scheduled to be discussed at the next work session.

## **Website**

We discussed the next steps for beginning to plan for a new website. Joe is expected to receive Google analytics information/access from Aaron within a week. We also expect that the community survey results will be helpful in this process. We expect to have some data to analyze before the next committee meeting. Our plan is to determine which pages are keepers and those that get little to no traffic. It is expected that this will be a lengthy process likely to not be complete until January of 2015.

We agreed that we need to determine the function of the site before thinking about the platform.

We agreed that we have to do something about the limitations on the carousel. We cannot have facebook posts that link back to a story that has been removed. We also want to make things easier for Jim who has to deal with these limitations. Kathy gave Joe some documentation on the website to look at. Joe is going to review and let us know if there is something that he can do to help with this limitation. Joe also suggested that we utilize google webmaster tools to find broken links on the site so that we can fix those issues in the short term.

We also discussed the need for the site to be more mobile friendly.

## **Annual Financial Report Communications Piece**

Neely noticed that we had a link to a pdf of the required annual financial report online. The point here is just that we should have some sort of description or introduction for every document that gets posted. And in the near future (as I think you do every year) it would be great to add some commentary to the document and graphs etc in a report to the community.

## **Communicating through Transitions**

Kathy discussed with the MS / HS principals the idea of adding some additional communications to help ease the transition between 5<sup>th</sup> to MS and 8<sup>th</sup> to HS. There is more interest in additional transition programs at the MS level. Some of the ideas include doing small group walk throughs of the facility and

inviting the kids into the building for lunch after the 5<sup>th</sup> grade track meet. We are still thinking about this topic and developing ideas.

Mr. Hagy felt that since the MS/HS share some facilities and many MS students take classes in the HS, that we don't really need additional transition activities, but is open to suggestions. Please let us know if you have any suggestions.

Joe mentioned that trying to provide better communication through transitions is just as much for the parents as it is for the students. We agreed.

### **KOHS Program of Studies**

Jim worked with Kathy to revamp the KOHS Program of Studies. This is still in draft but close to being completed. It is an upgrade from the old version with completed descriptions of all courses, proper formatting and an intro letter.

### **Update from Jim**

Jim was not able to attend the meeting due to a family issue. Kathy covered a few of the items he is currently working on including:

KOHS Program of Studies (discussed above)

New Student Enrollment Packet (discussed above)

Coffee with.. series

Breakfast Program

### **Other topics**

Neely mentioned that we hear grumblings from parents at times about not having the upcoming school year information until a few days before the new year begins. It would be great if we can start to work toward every teacher providing a welcome to incoming students with summer activities / reading list / supply list and preparation materials soon after school lets out for the year. It would also be great if schedules could be released at this time as well. Kathy mentioned that the schedules are in the system at that time. We recognize logistical challenges that may be present due to changes that are made over the summer. We would love to get there.. or as close as possible.

**The next Communications Committee Meeting is scheduled for Wednesday, March 12 at 7:00 PM in the Board Room.**

We do not have a Cafeteria meeting prior to the next scheduled Communications meeting. I would be fine with starting at 6:30 if we can advertise as such.

We will continue to follow up on action items, Kindergarten registration and additional outreach, website analytics, insight gained from Strategic Plan meeting and community survey, transition activities and other topics.

Thank you all for your participation and contributions to our discussions.