

Meeting Title: Communications Committee	Meeting Date: 1/14/2015
Meeting Location: KOSD Board Room	Meeting Time: 6:30 PM
Attendees: Neely Crowell, Joe Finucan, Don Howard & Sarah Welch. Annie Shaw participated via conference call. Maureen McGrogan, with the KO 50 <sup>th</sup> Reunion Committee, also attended the meeting.	
<p>Agenda:</p> <ol style="list-style-type: none"> <li>1. Keystone Oaks 50<sup>th</sup> Reunion – Discussion with Maureen McGrogan</li> <li>2. Kindergarten Registration</li> <li>3. Website Redesign</li> </ol>	

**Next Meeting: Wednesday, February 11, 2015; Time - TBD, Board Room**

**1) Kindergarten Registration**

Ms. Welch presented the group with a sample of the kindergarten registration brochure she is working on. The plan is to hit the entire community with a mailer this year that includes information about an upcoming open house and registration dates. We think that at least in the short term that we should at least try a community mailing. In the future, Sarah mentioned that Mt. Lebanon does its own census and knows who the incoming students are and are proactive with their outreach. As the committee has discussed this goal in the past, we are very happy that Sarah is on board and working to reach that goal.

In addition Sarah is working on a Kindergarten specific webpage that will contain much of the same information as the brochure. The website differs in that it contains a section with useful materials and links for parents as well as age appropriate activities for the incoming students.

A final version of both the brochure and website will be released once Sarah, Marilyn Kennedy and the curriculum leaders have had an opportunity to refine the content.

**2) Keystone Oaks 50<sup>th</sup> Reunion – Discussion with Maureen McGrogan and members of the class of 1965 reunion committee**

This year marks the 50<sup>th</sup> Anniversary of Keystone Oaks becoming a district. Ms. Welch reached out to members of the graduating class of 1965 to see if we could work together to make this a memorable celebration for the district alums.

The committee has discussed a fundraising event for the district surrounded around the Golden Anniversary to potentially take place during Homecoming weekend. In addition the Golden Reunion for the class of 1965 will take place during the weekend of 8/28/15. Ms. Welch is going to see if some of our current students and the art department might have time to help the class of 1965 with some signage.

Given the logistics, we are disappointed that we could not make a combined Golden Reunion and Golden Anniversary weekend of events, but we believe that to have the most impact for the greatest number of alum that holding the Golden Anniversary festivities during homecoming weekend is preferred. We do plan to bring any local members of the class of 1965 onto the football field for recognition during the homecoming game.

### **3. Website Redesign**

The website project is underway. Ms. Welch has created an internal Project team to collaborate on the project. In addition, she will be reaching out to various external audiences to ensure that we are building a website that will suite their needs as well. The committee had some feedback on the design of the site and is very anxious to see how the mobile site is coming along as well.

Additional items that were discussed during the meeting

Mr. Howard showed the reunion committee the kohs.us website. We learned that there is also another alumni website <http://keystoneoakshighschool.com/>. This site is selling KO alumni merchandise. This website is registered to a company called High School Network out of Missouri. We need to discuss the legality of this page. Are any of the profits from the use of the KO logo on these sales benefiting the district? This seems like something the district should be handling or possibly Golden Wings. Perhaps we need some legal advice on this issue and also discuss how the district plans to support the kohs.us site that Mr. Howard built and explore potential fundraising tie ins for kohs.us site as well.

(Note from Neely)

I believe that the site should in fact be an official Keystone Oaks website or in the very least authorized by the district which we thought was the case for kohs.us.

We are anxious to reach out to Golden Wings and hope to have their representatives attend a committee meeting in the near future. We have so many ideas and this district desperately needs an active foundation to work with on various events.