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| Meeting Title: Communications Committee | Meeting Date: 10/8/2014 |
| Meeting Location: KOSD Board Room | Meeting Time: 7 PM |
| Attendees: Neely Crowell, Joe Finucan, Sarah Welch & Kevin Lloyd | |
| <p>Agenda:</p> <ol style="list-style-type: none"> 1. Changes to website homepage 2. Newsletter options <ol style="list-style-type: none"> a. Electronic b. Continue KO Connections (3 times/year) c. Combination of electronic/one annual newsletter d. Partnerships with newsletters in Castle Shannon, Dormont & Green Tree boroughs 3. District social media and #KOProud campaign 4. Student involvement in writing 5. 50th Anniversary of Keystone Oaks High School 6. Fundraiser/Benefit Dinner/Gala | |

Next Meeting: Wednesday, November 12, 2014; 7 PM, Board Room

1. Changes to website homepage

The current website is being updated slowly in content. Sarah has been meeting with the responsible staff to update content. There are issues with the site structure as it is in flash and not mobile friendly. We are looking for a solution that will allow the site to be mobile friendly and also staff friendly for easy updates. The current vendor has an upgrade available that will help us in the short term. The board will be asked to vote on a \$5,000 expense to patch the website issues. The committee has asked Sarah to get us a better idea of exactly what the vendor plans to do. We may have another solution to fix these issues. It is important to note however that we want the site updated as soon as possible, even if we have to bring in a consultant to quickly change out the main page images. We don't want it to take too long to find a solution. If we need to bring in someone to help with the technical pieces, then let's discuss as soon as possible.

2. Newsletter options

- a. Electronic
- b. Continue KO Connections (3 times/year)
- c. Combination of electronic/one annual newsletter
- d. Partnerships with newsletters in Castle Shannon, Dormont & Green Tree boroughs

Sarah is going to get us as much information as she can find on what we were paying for the 3 issues of KO Connections in the past to including printing, postage, etc. It looked like we were printing 8,000 pieces three times a year for mailing.

We understand that while the majority of stakeholders in the district are likely able to access electronic newsletters, that we should do something in print each year for taxpayers. An annual report sent out in the summer months seems to be the best way to get the news out to the taxpayers on items of interest to them, the budget, school performance, etc.

In addition, Sarah is exploring options to partner with borough newsletters.

Sarah discussed how other districts handle on going communication to internal stakeholders. Such as a Monday Memo (weekly or monthly to start). This example from other districts includes every school in one communication piece. It would not take the place of building level communication that occurs on a more frequent basis.

We recognize that traditional quarterly newsletters contain old news by the time they are printed.

We need to decide what format we will use, something like constant contact or other vendor or simple pdf versions sent electronically.

We also briefly discussed the idea of a sustainability report. Mr. Lloyd had talked about getting rid of the Styrofoam that was in use when he took the reins of dining services. We are also now taking steps to source our food more locally through the farm to fork program. There are enough items that we have used to take steps toward being more sustainable that it would be worth considering getting this information out to the public.

3. District social media and #KOProud campaign

We are very excited about this program as well as the district #tbt social media campaigns. Engagement with the district is growing!

4. Student involvement in writing

Sarah has been in touch with the Keynote Club sponsor to help work with those students. We also discussed the video club students and ALSO to be on the look out for any students interested in photography. During the interviews for the school photographer, Neely noted that our school Photographer offered to come in and provide a few cameras to students and some tips as well. There are also enough professionals in the district that could offer some tips or a workshop to students as well. We would love to see more students (who are well supervised and coached) get involved in writing, video and photography needed for district PR.

5. 50th Anniversary of Keystone Oaks High School

Sarah noted that 2015 marks the 50th Anniversary of the creation of Keystone Oaks as a district. This is certainly a milestone that deserves some attention. Sarah is trying to track down some people from the graduating class of 1965 to include in the celebrations.

6. Fundraiser/Benefit Dinner/Gala

There are several districts whose foundation sponsors a yearly Gala event for fundraising purposes. Since 2015 will be the 50th Anniversary of KO, we thought this could be the ideal year to kick off something like this. Neely noted that in many districts this is a pretty high end event that is often held at country clubs, etc. We could easily have a higher end event in a nice tent set up outside. We need to decide on the typical, WHO, WHEN, WHERE, WHY questions before moving forward. The WHO is important from both an invitee and staffing /volunteer and sponsor perspective. Fifty years of graduates, community members, etc could potentially be a lot of people. We need to decide on a proper price point and hone in on the proper WHO. We would like additional board member input on this topic.

7. Logo use and outside organization promotion

We briefly discussed a question that Sarah had about the use of the district logo by outside groups and whether there was a policy in place to determine which events / outside

organizations the district would promote. We would like additional board member input on this topic.