

**Keystone Oaks School District
Communications Committee Meeting
February 19, 2025 | 6:30 pm
Board Room**

Agenda

1. Employee Appreciation Events
 - a. [Photos from the event at Dormont Elementary School](#)
 - b. The next event is planned for Wednesday, February 26, at Aiken Elementary.
 - c. The committee discussed distributing a survey or talking with the Culture Committee to ensure that the district's efforts are appreciated and to determine if there are other ideas that the district could implement.
2. Keystone Oaks Foundation for Educational Excellence
 - a. [About the Foundation](#)
 - b. Grants Awarded & 2025-2026 Application
 - i. Spring Math
 - ii. 2nd grade CKLA curriculum
 - iii. Fashion Show
 - iv. Middle School FCS and Business Collaboration
 - v. 2025 - 2026 Application / Scholarships
 - c. Past events and upcoming events
 - i. Arsenal Cider dining event (September 2024)
 - ii. Frost Festival (November 2024)
 - iii. Prom 2.0 (Tentatively May 2025)
3. Graphic Design Work
 - a. Mrs. Welch shared a draft proposal from the Allegheny Intermediate Unit to complete graphic design work. The committee discussed the mid-level proposal, which would cost the district just under \$4,000.
 - b. A logo redesign is essential and well-timed for several reasons, including upcoming building renovation projects and a website redesign.

- c. The district needs high quality versions of its logo to eliminate groups creating their own logos, especially the “Golden Eagle,” which, in its current vision, is not unique to the district.
- d. This will be combined with branding guidelines, which will be released in the fall.
- e. The district will also work with MBM to trademark and copyright the new logos.
- f. Approval of this work will be on the March agenda.

4. New Website Platform

- a. \$6,000 - includes \$3,000 for onboarding the first year
- b. We currently pay about \$5,800 for eSchoolView
- c. The SmartSites platform integrates with ParentSquare and provides significantly more functionality than the district’s current website.
- d. This will be on the March agenda so that SmartSites can begin working on the new design.