

Parent Advisory Council

Monday, January 25, 2016

6:00 p.m.

Members Present: Tony Johannes, JoAnne Enders, Brian Murphy

Public Perception: Dr. Blankenheim provided an overview of the Strategic Plan with communication being one of the goals. She referenced the push for Public School Advocacy and the importance of communication and its impact to vouchers and open enrollment.

Trish Sabel, K-12 Media Specialist, chairs the communications committee and supports the District's social media outlets (Facebook, Twitter, Instagram, etc.) She updated the group on the work of the communications committee:

- Staff communication
 - staff to staff
 - staff to parents
- Students helping the elderly
- Add community activities within the buildings to get people in
- Improve communication about LTC classes at KHS

She asked members, where are we falling short?

Dr. Blankenheim shared the things we are doing at the district-level to enhance communication:

- District newsletter (quarterly)
- District calendar
- Weekly parent updates
- Skyward messages

How often does Dr. Blankenheim write an article for the newspaper? Monthly. Some suggested topics included: Parent Advisory Committee, Effects of Poverty on School Districts. If you have any suggestions for topics, please let us know.

As the committee brainstormed ideas for increasing communication a suggestion was made to provide some questions prior to the meeting to committee members. Ideas included:

- Add social media outlets such as: LinkedIn, Blogs, etc.
- Opening campuses to get people in
 - Greenhouse, Ag, etc.
 - Student restaurants
- Host a yearly exposition showcasing all student clubs/organizations (possibly do as club fundraisers to bring people in)
 - Target specific groups to invite

- Obtain student perspective on their school experience to share in newsletters, social media, etc.
- Obtain Alumni perspectives
- Have students create short videos

Dr. Blankenheim inquired about doing a community perceptions survey on communication. There is a cost to doing these surveys. Some companies who perform this work include: School Perceptions, Studer Education, UW Oskosh, Lakeland. If a survey is conducted, what would we do with the data?

Dr. Blankenheim asked members of the committee for feedback on what they see and hear as the communities public perception of the school district:

- Make-up and behavior of the School Board
 - Previous members home-schooling their children;
 - One who thinks they're a journalist for the local newspaper;
 - Speaking out against board decisions;
 - Only the President should speak on behalf of the Board
 - This has a huge impact on public perception
 - Schools will thrive with a good school board
- Frustrations with website
 - Locating scheduled activities;
 - Notification of activities district-wide and not just by building;
 - Need to develop a central hub for social media posts;
 - Hire a position for communications
 - Marketing interns?
- Have others (teachers, support staff, PAC members) attend town hall meetings to promote schools
- Add a "Showcase of KASD" at monthly board meetings by students

The committee is interested in inviting school board members to the next meeting to hear the Board's thoughts about public perception. With only a few members attending, we will solicit for the next meeting date on either February 8th or 15th and then invite the school board to attend.

Other

Dr. Blankenheim updated the members other things happening in the district:

- All board members attended the state school board convention last week.
- Upcoming primary election. Public will be voting for 2, but the top 4 will advance to the April ballot.

- Showed members how to locate school board meeting agendas, supporting documentation and minutes on the website.
- The 2016-17 staffing plan will be presented in March to the Board.
- Strategic Planning update to be held on February 24. The committee will update the mission and belief statements. Once revised, they will be shared with different groups for vetting. The committee will also be looking at a Tagline and possible academic logo.

Next Meeting: The next meeting will be held on either February 8th or 15th at 6:00 p.m., in the high school library. Agenda topic will be Public Perception discussion with the School Board..

Adjourn: The meeting adjourned at 7:14 p.m.