

SCHOOL DISTRICT OF JOHNSON CREEK
Communication Committee Meeting
Monday, June 5, 2017
5:30 p.m.
District Office

Chair Jennifer Malueg called the meeting to order.

Members Present: June Kolaske, Jennifer Malueg, Mark Siewert, and President Rick Wrench

Also Present: Superintendent Michael Garvey, Principal Kristine Blakeley, Principal Neil O'Connell, Carol O'Neil, and Brett Perucco

Dr. Garvey verified that the meeting was properly posted.

Motion by Kolaske/Wrench to adopt the agenda as posted. Motion carried.

Mrs. Malueg read the responsibilities of the Communications Committee as listed in policy 185.1.

The Committee reviewed the current methods of communications, listing:

- Skyward
- Facebook
- Newspapers (Watertown Daily Times/Daily Union)
- Twitter
- Jay
- Blog

Mr. O'Connell and Mr. Siewert shared their concerns that the District has too many methods and miss people because we have so many methods.

Mr. Perucco explained that he uses a blog to feed Facebook, the newspapers, etc.

Mrs. Malueg asked about calendar items at the elementary. Mr. Perucco requested that an elementary staff member to be responsible for updating the elementary portion of the calendar as the MS/HS has done. Mrs. Blakeley indicated she would assign the elementary secretary as the designated person.

The Committee discussed the website.

Mrs. O'Neil recommended some content changes:

- District welcome, picture of superintendent, and contact information
- Elementary welcome, picture of principal, and contact information
- MS/HS welcome, picture of principal, and contact information

Committee members would like to see an updated format. Mr. Perucco will investigate and report back to Dr. Garvey.

The Committee discussed the JAY. The majority of those present see the JAY as a very important tool. Since it is student generated, it attracts the interest of a wide spectrum of the community. Mrs. O'Neil pointed out that we had one fewer edition this year. Dr. Garvey reminded the group that we had a new teacher who was learning the process along with the students. Mrs. Malueg indicated that as an English major, she is concerned about the need to improve the writing skills. She does not believe that people know it is student written. The other committee members suggested that more people read it because it is student written.

Dr. Garvey shared the current teacher supervising the JAY has plans to coordinate with an English class to increase the number of contributors and Mr. Siewert suggested that the August edition of the JAY (legal notice edition) feature a photo array from summer school. The Board also has authored a letter to the community which they would like in the August JAY.

The Committee set the 2017-18 communication goals.

1. Improve the Districts Website

- Content
- Ease of use
- Availability

2. Identify official communication methods and inform the public as to what these are.

3. Continue the JAY as a student produced newsletter and see it as a strong community connection.

4. Insure that websites, blogs, etc. which staff and others create in the name of the District are approved by the District and follow District policies.

Motion by Siewert/Kolaske to adjourn. Motion carried.

Submitted by:

Michael P. Garvey, Ph.D.
Superintendent