

SCHOOL DISTRICT OF JOHNSON CREEK
Communication Committee Meeting
Wednesday, January 16, 2019
5:30 p.m.
District Board Room

Chair Jennifer Malueg called the meeting to order.

Members Present: Jennifer Malueg, Carol O'Neil, Mark Siewert, and Richard Wrench

Also Present: Superintendent Michael Garvey and Brett Perucco

Dr. Garvey verified that the meeting was properly posted.

Motion by Siewert/O'Neil to adopt the agenda as posted. Motion carried.

The Committee discussed the website. Mrs. Malueg shared her goals.

- The website should be the first resource (aside from staff) for the public and parents to go to regarding information about district events and offerings.
- Parents and others need to get used to checking our website if they have questions about something before going to other sources not controlled by us, like the Johnson Creek Parents Facebook page.
- The district needs to have current and complete information about events on its website so that there's less of a need for people to ask others what's going on.
- We can then start consistently redirecting questions posted on non-district FB pages (or sometimes it happens on personal accounts) about district events and offerings to the website,
- People will start to be "trained" to just look to the website first. Then we know they are getting correct information without the opportunity for folks to comment negatively about how they can't find information about this or that (or even get on a different negative tangent altogether).
- Staff needs to know the process to get something posted on the website and see the importance of posting their items on the website.

The Committee is looking to clarify links and have a consistent format on the website.

Mr. Siewert shared some district marketing options from other Districts. Dr. Garvey will distribute to the Committee. Committee members will forward suggestions to Dr. Garvey. Students in the marketing classes will be asked to work on a design of print publicity materials.

Mr. Wrench asked if the Committee would meet with Spectrum to discuss a video/commercial to publicize the District. Dr. Garvey will send out a meeting request.

Motion by Wrench/O'Neil to adjourn. Motion carried.

Submitted by:

Michael P. Garvey
Superintendent