

SCHOOL DISTRICT OF JOHNSON CREEK
Communication Committee Meeting Minutes
Thursday, January 30, 2020
District Board Room
5:30 p.m.

Chair Jennifer Malueg called the meeting to order.

Members Present: Jennifer Malueg and Mark Siewert

Members Absent: June Kolaske

Also Present: Superintendent Michael Garvey, Brett Perucco, Ken Johnson, Heidi Hartz

Dr. Garvey verified that the meeting was properly posted.

Motion by Siewert/Malueg to adopt the agenda as posted. Motion Carried.

On Board President Rick Wrench's behalf, Dr. Garvey presented the ideas of replacing the Administrative reports at the Board meetings with student spotlights. The Administrators would provide their reports in writing giving the Board an opportunity to ask questions or comment at the meeting. The Committee endorsed the idea of adding student spotlights. There was not as much support, from the Board members present at the meeting, for eliminating the oral reports from the Administrators.

Dr. Garvey again proposed joining Alumni Nations.

At the last meeting the Committee tabled this item until after the WASB convention so that more information could be gathered. Mrs. Kolaske had agreed to investigate.

Dr. Garvey shared how connecting with alums can provide fundraising monies, develop communications with alumni (connecting), develop a volunteer corps, and identify field trips and youth apprenticeship opportunities, etc.

Mrs. Kolaske was unable to attend the meeting but sent a text opposing this proposal stating it appeared to her that it was just a way to fundraise for the fields, which she does not feel supports student instruction.

Dr. Garvey reminded the Committee about the many uses of the Alumni data. He also reminded the Committee that even if the data is only used for fundraising the Board has a responsibility to complete the fundraising projects. He also reminded the Committee how important our extracurricular activities are to the education of our students.

Motion by Malueg/Siewert to recommend to the Board that the District enter into a contract with Alumni Nations. Motion Carried.

Dr. Garvey presented his recommendations as to communicating the details of the referendum. The Committee discussed each item. The following is the communication plan:

Staff Introduction

Superintendent Meetings with staff (Jan 2020)

- Review concept plans
- Answer questions

Staff talking Points

- Prepare staff to answer questions
- Share Q & A/Communicate with administrators as well
- Have discussions with parents and Community Members

Staff involvement in Community Discussions

- Review election regulations with regard to PAC's (Yes/No groups)
- On-going communications with staff

Community Leader's Meeting (February 19th)

Will feature hor'devours created and served by the professional foods class. All current elected officials serving parts of the School District have been invited.

Referendum Kick off

- Site Plans
- Concept plans
- Tax impact

District Celebration

- Stats
- Programs
- Fundraising

Municipality Share Time

- Current projects
- Celebrations and Challenges

Information Nights

Logistics

- The Communications Committee would like to see 2 Early March opportunities
- Dr. Garvey will contact TSP, Maas and Baird
- It was suggested that a Senior Lunch be planned with the Senior Center and other guests.
- Offer a session for church members at the former Crossroads Church with translator.

- Possibly have admins and Board available at Culvers OTOD fundraiser

Features of the Information Nights

- Superintendent/Board President Kickoff
- Baird to be present for round robin
- TSP/Maas to be present for round robin
- Board members and admins to be present for round robin
- Q & A round robin

Referendum Edition of the *Jay*

Needs

- Aging facilities (use list from 2008 study with updates)
- Modern instructional spaces
- Population Changes

Other advantages

- Economies of Scale
- HS/MS mentorships/reading buddies, etc
- Shared staff

Q & A's

- Why now?
- Why hasn't the elem sold?
- What will be done with the elem?
- Traffic flow

Charts and pages

- Historical data
- Tax Impact
- Site Plans
- Ballot Language
- Voting Info
- Info Night

Other items

- Large site and building concepts to be placed in Library, both schools (out for activities), and banks
- Spanish version of materials
- Q/A boxes at info nights for those who are not comfortable with asking the experts

As to other communications items, Mr. Siewert requested that all Board members receive the communications sent to parents (elementary newsletter, for example).

Motion by Siewert/Malueg to adjourn. Motion Carried.

Submitted by:

Michael P. Garvey, Ph.D.
Superintendent