

Communications Committee Meeting Notes

September 16, 2014 @ 5:00

Present: Wendy M., Georgia H., Doug H., Ann F., Susan G., Leann C., Jean C., Nic P., Emily W.

- Susan brought new members, Georgia and Doug, up to speed on the founding, goals, and past endeavors of the communications committee.
- Discussion of how the website/social media is currently being maintained.
 - Consensus that there has been a void created in losing a “tech integration” employee without replacing that skill set.
 - Currently, several individuals are responsible for this.
 - There was a .4FTE position approved for \$7,000 to handle online communications duties.
 - Need to ensure accurate and current information is posted online.
 - Suggestions that someone in-house, from River Bend, or a student could take on any or all of these duties.
- The broader goals of the committee cannot be met through a .4FTE alone; requires someone taking on a much more robust, full-time role.
 - Discussion of whether a job description was created for said position. Sarah M. may have a document with this description, but was not present to ask due to illness.
- Conversation about the need to update the H1 policy as well as the policy’s indication that a position should exist to handle many of the responsibilities that the committee has found lacking.
 - Hiring this position is not an immediate possibility, will require consideration when the new budget is being developed.
 - Plan to pitch a fleshed out job description to the board at their next meeting

- Discussion of the various ideas and initiatives that the committee believes should be implemented to improve PR, communications, and the image of Oxbow High School at large.
 - Consistent branding across all print and digital assets
 - Logo
 - Heading
 - Footer
 - Motto
 - Etc
 - A clear, concise message defining “what is Oxbow about?”
 - Offering public fingerprinting days to get volunteers in the school
 - Creating more volunteer opportunities
 - Creating a clean and inviting environment at Oxbow, inside and outside
 - Dumpsters next to student entrance send a negative message
 - Flowers out front have been a nice improvement, but only a drop in the bucket; what more can we do to improve aesthetics?
 - Front office greeting expectations
- Wendy M. is looking into a grant through Lowe’s that might assist in some initiatives related to our goals
- Are there programs at River Bend that might take on projects to benefit students and staff in both wings of the building?
- Would like to see administration take on more of a role as the face of the school this year.
- Would like to see a more frequent means of communication, such as a weekly newsletter, instead of a quarterly publication.
 - Initiative to shift school culture and expect staff and students to contribute information for newsletters
 - Perhaps each grade level core can work to get together highlights from their classes
 - WYKR school spotlight initiative will already help gather useful information

- Need to keep in mind that there are community members who do not regularly access Oxbow's online outlets.
 - We need to send home a mailing to determine which outlets everyone prefers
 - This will require a leader to coordinate these efforts
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Next committee meeting will be held Wednesday, September 24th at 5:00

- Plan to work on developing a job description to pitch at OHS board meeting September 30, 2014, provided time allows.