

Student Achievement Committee
March 16, 2021
Meeting Minutes

Laura Errington
John Kilcoyne
Davis Podkulski
Colleen Duggan
Linda Dansa

Focus: Communication

Guests:

Nicole Gugino, Public Relations Associate

Colleen opened the meeting by identifying the focus of our meeting. She also provided an overview of the two strategies for the Communication Strategic Intent.

She introduced Nicole Gugino to our members. Nicole presented her screen and began with a description of her duties as the BOCES Public Relations Associate assigned to our district.

Nicole showed a slide which featured our communications tools, including the new app, Blackboard. She noted how Mike Sullivan oversees the use of some of our communication tools including Blackboard and the Emergency Call System.

Nicole shared her goal of trying to feature the positive things that happen within our district. She then moved on to an overview of our district website, and noted how she has recently made minor changes to ensure that the website is able to be viewed with smartphones. These changes were made in response to feedback we have received from our Frontier community.

Nicole shared analytics data for our social media pages. Our Facebook page has almost 3,000 followers. She also shared how our Twitter account was only created in January of 2021 and currently has about 196 followers. She stated that with consistent posting, our base on Twitter will grow. Nicole went into detail with the analytics for Twitter, especially with the Twitter impressions. She noted that people in our community often look to our social media sites for information.

Nicole then described our YouTube channel in the district. As of last week, we have 777 followers. The Frontier CSD Athletics Channel has 1,322 subscribers. Nicole stated that she assists with the creation and set up of live streamed games and uploaded videos. Nicole also shared the analytics data for the BOE meetings, including the average view duration.

John asked for the analytics data for the BOE meetings so he could share it with other board members. He also suggested that the Frontier Black and Blue Boosters Club could support her in increasing followers on our Twitter page.

Nicole noted how she works with the Public Relations Project Leaders for each of our six buildings. She shared the names of our building PR Project Leaders as well as the vision of creating a pipeline to share the wonderful things happening in each building.

Nicole featured our communications plan for 2020-2021. Her next project is the budget newsletter which comes out in May. She described some of the items that will be included in the newsletter.

John asked where newsworthy items could be sent for possible submission, and Nicole suggested that pictures and stories be sent to her. John asked if there are back-up people in the district for the days when Nicole is not present in the district, and Nicole shared the current plan.

Nicole shared the positive response to the “Frontier Strong” video.

She then presented ideas for the future, including establishment of a building level FAQ document for our website. She added that videos could replace online-only newsletters. Nicole added that the district could work toward creation of consistency for emergency notifications. This has been a complaint of parents.

John asked about the new scoreboard in terms of whether Nicole would be involved with some of the visuals, and Nicole shared that this could warrant future discussion. Both John and Nicole noted that student involvement would be ideal.

Laura asked what the biggest parent concern is with regard to our communication, and Nicole stated the emergency notification is the biggest source of concern. She noted that the addition of Blackboard will fill a gap in this area.

Next Meeting: April 20, 2021
3:30-4:30