

Student Achievement Committee
October 5, 2021
Meeting Minutes

Laura Errington
Davis Podkulski
John Cordier
Colleen Duggan
Linda Dansa

Guests: Nicole Gugino, Public Relations Specialist (Erie-1-BOCES)
Michael Sullivan, Technology & Data Privacy Officer

Focus: Strategic Intent #3 - Communication

Linda reviewed the discussion at the September meeting regarding our communication tools and the infographic we would like to produce for our families. At the last meeting, both Nicole and Mike presented infographics and the suggestion was made to blend the tools into one document. Nicole reminded members of the committee that the BOCES graphic design department would be used to produce the final document which will then be printed at the district's Print Shop.

Nicole shared the most recent draft of the infographic. She questioned whether to include the social media platforms on the infographic. Nicole also shared examples of how we may organize the infographic for families. She drew attention to the example presented with the CloudCall 5 Key Methods of Unified Communication. Davis reinforced that he liked the use of numbers in organizing the guide. He suggested that the website and Blackboard should be listed first.

Nicole posed the question of whether to design and print the infographic in color. The group agreed that it should be in color. Members of the committee agreed the document should be only one 8 1/2 x 11" sheet of paper. Laura suggested that the electronic version include live links, and Nicole verified that this would be possible.

The process for publishing was discussed, including Nicole submitting the draft to the graphic designer at BOCES. Colleen suggested that the final copy be sent to all members of the committee for approval following the completion of the design. Nicole

agreed that it would be sent out as a PDF. Colleen asked about the timeline, and Nicole stated that the due date would be listed as October 21st, but she believed it could be completed by the 14th of October. She proposed getting it to the Print Shop within two weeks.

The committee then discussed our District Website (www.frontiercsd.org). Nicole shared the website and focused on the “I Would Like To” page. She stated she had been taking pertinent links and information to add to the individual school webpages. She also shared the “Highlights” section on the home page and noted that the front page should feature the best part of our district. She will continue to work with the other buildings to develop their “I Would Like To” pages.

Nicole stated she is working with Mr. Swiatek on a new “Falcon Community Update” section on the district website. Schools will submit their “news” and Nicole and Mr. Swiatek will collaborate in designing the section each week. This may also include information pertaining to the capital project.

The committee moved on to School Tool and the topic of communication preferences. Mike Sullivan shared his work with Deniz and Bonnie to clean up some of the information in School Tool. He provided an example regarding how cell phone numbers are sometimes identified as home lines. He stated that when a Robocall goes out, 97% of our families receive the message. In looking at information disseminated via text, the percentage is reduced to roughly 80%. He also noted that email addresses are often not identified or correct for parents. He noted the importance of parents emailing corrections to our stchanges email address. Laura stated that parents have questioned their information and she would direct them to communicate through stchanges. This will also be included on the infographic. Laura stressed the importance of our families communicating changes in communication information including both phone and email.

Mike then described the process of the annual census verification process in the district. The forms are centralized in central office and changes are made by members of the Registration office. Colleen and Mike described how moving forward forms would be sent electronically over the summer months to support timely changes.

Next Meeting:
Tuesday, November 2, 2021
3:30-4:30 pm