

Student Achievement Committee
September 7, 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

Laura welcomed members of the committee and thanked our guests. Colleen then introduced our focus for the meeting (Communication).

Nicole Gugino shared progress with the 2021-2022 district calendar. She stated that there were some challenges during the process, including issues with equipment at BOCES during printing/publishing. She suggested we begin the process sooner next year. Laura stated that the calendar looked great, but noted that some families did not receive their copy of the calendar. Nicole suggested that they either reach out to their building or directly contact her. Nicole added that there are extra calendars at District Office, and she could mail them out once notified. Nicole stated that calendars are individually mailed to all student households.

Nicole then reviewed the Strategic Plan Communication, Intent #3. She noted action plans we have been working toward, as well as those which require additional work. She then explored the current district communication platforms. She reviewed the two types of news in communications. They include important updates and “feel good” news. She noted the challenges in sharing on Facebook in terms of contentious communication and comments. Nicole shared the message on the Facebook page which identifies it as a secondary source for information.

Nicole then identified both primary and secondary modes of communication used in the district. Laura stated that the RoboCall is helpful in efficiently relaying information to families. She noted that we have had tools in the past which parents may not realize are no longer being used by the district. Mike Sullivan added that we also use Class DoJo.

Linda stated that we have always communicated the message that our primary source of information is the district website and not Facebook. Laura stated that there are people who will not use the website because they find it easier to use Facebook.

Nicole moved on the Action Plan 1.2 (*Develop an informational framework that demonstrates how and when the tools and platforms will be used*). She asked how we believed the framework should be presented. Laura stated that she believes this framework should be printed and distributed to our families. She also suggested perhaps sending it as an email attachment.

Mike stated that directions on setting up Remind for parents were distributed to buildings. Laura then listed the communication tools we currently use and asked if they could be merged into one infographic for families. Colleen stated that user friendliness of the infographic would be essential. John Cordier suggested that we consider narrowing down the number of tools for dissemination of information. Davis added the importance of explaining the function of each tool.

Nicole emphasized that the website could harbor the infographic, as well as the directions for each tool.

Nicole then moved on to Action Plan 2.1 (Directory). She presented her "I Would Like to..." page on the website. She went into depth in terms of the links provided and demonstrated how this tool works for visitors to the website. She noted that this is a work in progress. She also shared the "How to contact" section. Nicole looked for feedback from the committee, and encouraged members of the committee to consider the information before our next discussion.

She ended by reviewing her upcoming projects, including photographing the first day of school for students. She also noted the first newsletter, which will come out around Thanksgiving in November. Laura asked if the presentation could be emailed to all of us, and Nicole stated it would be.

Mike Sullivan then shared his infographic for SchoolTool and Communications platforms. He noted the three main forms of communication (Class DoJo, Blackboard, Remind). He explained each of the three forms and provided examples for each. He noted that Bloomz has been discontinued. He also provided examples of situations when we would use Blackboard (health screener). He added that the nurses may access this information. Linda asked about capabilities with translation of information, and Mike stated that remind has translation options available.

Colleen asked whether information from both presentations could be merged into one document or infographic. Laura asked how long this would take, and Nicole stated most likely it would take about a month.

Colleen provided progress on the Strategic Plan bulletin board in the Board of Education Room. She noted that the photos from the contest were blown up and will be mounted before adding them to the display.

The meeting was adjourned at 4:15 p.m.

Next Meeting:
Tuesday, October 5th
3:30-4:30 pm