



Communications Committee

October 2, 2023 7:30am

Respectfully submitted by: Ryan Hill

Committee Actions: None at this time

Committee Goals

- Facilitating communication between the board, staff, parents and community
- Supporting school communication
- Defining board role and appropriate communication

Minutes from **Oct 2, 2023** Meeting:

Attendance and Call To Order

Virtual via Google Meet

Chair: Vacant

Board Members: Ryan Hill

Members: **Stephanie Deming**

Prior Action/Discussion Items

- Survey definition and schedule for 2023-24
- What is working and what may be missing?

Start of the Year Momentum

Personal and/or professional highlights, growths, areas of stagnation - committee discussion

What is going well and what are we working on?

- Parent Square update.

ParentSquare

- How is training new employees and usage tips for current employees going?



- Brittany and Cinwain are handling the onboarding process and including Parent Square in their training.
- ParentSquare communications will continue to be evaluated. Analytics is available. How can we use analytics to have an ongoing measure of engagement?
 - The last weekly message had 1052 emails delivered 754 views. 82 viewers via text. 201 used app. This is good information to consider reporting on.
- Parent Square reached out to Stephanie to ask about Sterling being a case study for charter schools. Stephanie and Brittany were interviewed on our experience and there is an article expected to be reviewed.
- Additional opportunities for Parent Square use include features for financial transactions and field forms, etc.
- Board Minutes on Parent Square is an opportunity and Stephanie confirmed that it's an easy resource to add. .

Community Surveys

- Staff survey review / discussion with committee
 - Spring / March/April - We should keep the questions in play and the work for the output can all be reused in the spring.

Next Steps / Action Items

- Next committee meeting is pending as we revisit the best time for the committee to meet.
- Meeting cadence will continue to be every other month

Meeting ended at 8:08am