

Kenai Peninsula Borough School District

Communications Committee

December 5, 2011 | 12:45 – 1:45 p.m.

Dr. Atwater's office, District Office
Borough Building

AGENDA

- **Welcome**
- **Discussion (Penny Vadla):**
 - ❖ How we are doing with the overall communication with our constituents around the district? With the variety of modes of communication (web, radio talk shows, district paper sent out in September, school newsletters, Edline, and so forth), how is it working? Where we should focus our energy--are there areas we have not tapped?
 - ❖ What can we, as school board members, do to aid in the overall success of our communication efforts? Have we been looking into other successful programs in other districts?
 - ❖ Are all schools requested to post information (other than sports) in the Monday edition of the *Clarion* newspaper? Do the Homer News and the Seward Gazette publish weekly information?
- **Discussion (Lynn Hohl):**
 - ❖ Power School, our school contact webpage & the continued use of Edline for school home pages and how they fit into the communication plan
 - ❖ How school report card information is communicated to the public.
- **KPBSD communications action items:**
 - ❖ Four key phrases
 - ❖ Art contest for students and community to design graphics for the four key phrases (identify art teachers t for invitation to be judges)
- **Determine next meeting date**

2011-2012 Communications Focus from August 2011 Full board work session:

District level goal: # 4 Create four clear, consistent key message statements

External communications goal: # 7 Establish a long-term ongoing plan for community engagement for the Board of Education (five goals-3,4,6,7,8-were incorporated into this.)