

## School District No. 48 (Sea to Sky)

### PUBLIC RELATIONS COMMITTEE MEETING

Wednesday, October 14, 2015

Whistler Secondary School

Whistler, BC

2:15 pm

MINUTES

15-10-14 PRC-O

Present:

Chris Vernon-Jarvis, Trustee

Chloe Scott, Admin Assistant, Communication & Technology

Peter Jory, Director of Instruction, Technology & Innovation

#### 1. AGENDA

Recommendation: **“THAT the agenda be approved.”**

MOVED/SECONDED

**CARRIED**

#### 2. GENERAL

##### A. Membership Turnover

Rick Hume, Rick Ikebuchi, and Jody Langlois will no longer working with this committee. After approaching several candidates, Principals Brayden Gordon, Karen Saenger, and Brianne Aldcroft volunteered. Peter Jory will meet with them to apprise them of the committee's current mandate and progress.

##### B. Recap of Meetings so far

Review of meetings to date confirmed our mandate to develop pro-active strategic messaging, to build good will and credibility with our shareholders.

##### C. Media Audit

The School District has had very good press this September, which provides us with a solid foundation on which we can build. Our new programs, the visit by the Minister and the MLA, and the way the Pathways reflects the new BC Curriculum were positive hi-lights.

Effective strategies to inform the public of what is going on in our District were discussed, including board meeting minutes, social media's pro's and con's, and what we have been doing with Twitter in the past year.

##### D. Wordpress Training

Peter Jory reported on a training session held with some principals and clerical staff from several schools in an effort to increase familiarity and

comfort levels for users. It was also an opportunity to remind schools that a school website is the “virtual front door” of a school and how important it is for their website to present well to the community. Conversations will continue with Principals and schools.

E. MyEdBC Rollout – Parent Portal

An overview on The Pages and Portals feature in MyEdBC was provided, along with suggestions on how these might help with parent communication and building trust in the school system.


4. ADJOURNMENT

Recommendation:

**“THAT the meeting be adjourned.”**

MOVED/SECONDED

**CARRIED**



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Board Chair



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Secretary-Treasurer