

School District No. 48 (Sea to Sky)

PUBLIC RELATIONS COMMITTEE MEETING
Wednesday, November 18, 2015
School Board Office
Squamish, BC
12:45 pm

AGENDA
15-11-18 PRC-O

Meeting called to order at: 12:51PM

Present:

Chris Vernon-Jarvis, Trustee

Peter Jory, Director of Instruction, Technology and Innovation

Karen Saenger, Vice-Principal, Don Ross Middle School

Brayden Gordon, Vice-Principal, Garibaldi Highlands Elementary School

Chloe Scott, Administrative and Communications Assistant

1. AGENDA

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

MOVED/SECONDED

CARRIED

2. MINUTES

Recommendation: **“THAT the minutes of the Public Relations Committee meeting held on October 14, 2015 be adopted.”**

MOVED/SECONDED

CARRIED

3. GENERAL

- Introduction/welcome of new members
The Public Relations Committee discussed their purpose and mission. Mission statement developed was “Exuding confidence using proactive and site-specific strategies”, with the motive behind its establishment being to show our communities that our schools are competent, safe and the best place for parents to send their children.
- Media Report – October & November 2015
The Public Relations Committee discussed social media and the challenges that we as a district/schools face where people are commenting on Facebook. Question of how to shape protocols to combat social media challenges was posed. The committee discussed planning for school-specific media strategies.

- Website
Director of Instruction Peter Jory presented data from Don Ross Middle School and Garibaldi Highlands Elementary websites, with the suggestion to go through what is kept up to date, make maximum use of pages that are getting lots of traffic, and keep the 'Golden Zone' (right under the header) as a priority, with a current and positive message that will direct the viewer to whatever it is the webmaster would like them to pay attention to next.
- School Spirit
The Public Relations Committee discussed how media can help to foster positive relationships between individuals and schools. Question as to how does one build school spirit was posed, and discussion included ideas around creating a quality of tradition, uniqueness and leadership. The notion that people need to see progress and purpose was taken into consideration, and the committee reflected on the Aboriginal belief that ceremony is the root of community.

Action Items:

Karen and Brayden to consider which items are most important to the parents. The committee will reflect upon how we might promote school competency to parents through internal and external media.

Commitment that the committee will start putting out content after the January meeting.

Next meeting date: Wednesday, December 9, 2015

4. ADJOURNMENT

Recommendation: **“THAT the meeting be adjourned.”**

MOVED/SECONDED

CARRIED

Meeting adjourned at 1:59PM