

School District No. 48 (Sea to Sky)

PUBLIC RELATIONS COMMITTEE MEETING

Wednesday, December 9, 2015

School Board Office

Squamish, BC

2:45pm

MINUTES

15-12-09 PRC-O

1. AGENDA

MOVED/SECONDED: **“THAT the agenda be approved.”**

CARRIED.

2. MINUTES

MOVED/SECONDED: **“THAT the minutes of the Public Relations Committee meeting held on November 18, 2015 be adopted.”**

CARRIED.

3. GENERAL

A. Welcome New Member

The committee welcomed new member, Chris Matheson, Vice-Principal of Squamish Elementary School.

B. Media Report

The November 2015 Media Report was presented to committee members.

C. Review of Work - School Level

Brayden Gordon presented the new layout of the Garibaldi Highlands Elementary School website. This new layout created an opportunity to showcase ‘Life at GHE’, and the content focused on inquiry. GHE’s PAC is supportive of the change, and parents are happy with the new design, which allows them to easily access school information using their mobile devices.

Karen Saenger presented the Don Ross Middle School website updates, including a new “Remarkable Alumni” section. The DRM website allows for showcasing student learning.

Both websites were vastly improved by these changes, and it was agreed by the committee that a school website is a great tool to showcase learning in school, while exuding competency and displaying Pathways to Learning.

D. Next Steps - School Level

The committee determined that at the next Education Leadership meeting, both the GHE and DRM websites would be presented, along

with the changes and statistics, with the goal of inspiring others to engage their school communities through their individual school websites, and in turn foster school spirit and parental confidence.

E. Potential Metrics to Measure Media Strategy

As the committee works to build a brand of confidence, the goal is to scale work across the district. The committee considered questions of how do we ascertain if the work we are doing is having impact, and recognized that this can be researched qualitatively and quantitatively through conversations, surveys (GHE) and analysis of Wordpress statistics.

Next step in developing potential metrics to measure media strategy is for Peter Jory to work with Karen Saenger, Brayden Gordon and Chris Matheson on developing surveys, with the goal of having said surveys brought back to the next meeting.

4. ADJOURNMENT

MOVED/SECONDED:

“THAT the meeting be adjourned.”

CARRIED.

Meeting adjourned at 4:23PM.