

School District No. 48 (Sea to Sky)

PUBLIC RELATIONS COMMITTEE

March 9, 2016

School Board Office

Squamish

Time: 1:30pm

MINUTES

16-03-09 PRC-O

Present:

Peter Jory, Director of Instruction, Technology and Innovation

Jody Nelson, Vice-Principal, Marketing and Recruitment, International Education

Breanne Aldcroft, Vice-Principal, International Education

Chris Matheson, Vice-Principal, Squamish Elementary School

Brayden Gordon, Vice-Principal, Garibaldi Highlands Elementary

Chloe Scott, Administrative & Communications Assistant

Meeting called to order at 1:32PM.

1. AGENDA

MOVED/SECONDED:

“THAT the agenda of this meeting be approved.”

CARRIED.

2. MINUTES

MOVED/SECONDED:

“THAT the minutes of the Public Relations Committee meeting held January 13, 2016 be adopted.”

CARRIED.

3. INFORMATION ITEMS

A. Media Report: January/February

Chloe presented the Media Report, briefing the committee on recent news coverage, including special mention of School District No. 48 by Glen Hansman, BCTF, in his interview about Aboriginal student success with Ana-Maria Tremonte on CBC's *The Current*, as well as a feature on Mitch Sulkers, WSS Outdoor Education Teacher, published in Mountain Life Magazine. The committee discussed how recent media coverage is reflective of the school district's shift from route learning to engaged, project-based learning.

B. Review of Work – School and District Level

The committee discussed the benefits of Twitter at both the school and district level. Through re-tweets, schools are able to broadcast for one another, and share in the success of students across the district.

Jody Nelson shared that the International Program website has upgrades in process.

Chris Matheson showed the committee examples of how the SQE school website has improved with weekly updates. Chris also noted that there has been an increase in views to the SQE website, as parents learn that the site is no longer stagnant. Chris recently launched the SQE twitter account, and is starting to build a database of connections using this platform.

At GHE, Brayden shared that they are working to integrate the newsletter with the website.

4. DISCUSSION ITEMS

A. Next Steps – School Level

At the next principals' meeting, the principals on the PR Committee will provide an update of the changes that they have made to their schools'/programs' online presence, and encourage others to share both their own and others' good work by utilizing Twitter. The goal of these action items is to allow individual school communities to build a positive reputation.

The committee read "Social Media in Schools: When You Know It's Working", a blog post published by Chris Cline, who blogs about his experiences as an administrator in the 21st century educational setting.

B. Potential Metrics to Measure Media Strategy

The committee discussed what we can do to collect information as a district. Surveys, page analytics, focus groups and PAC meetings were discussed as ways to gather informative data to help shape the district media strategy.

The 'Air Force Social Media Response Flow Chart' will be considered by Senior Staff as a starting point for potential district protocol.

C. Other Business

5. ADJOURNMENT

MOVED/SECONDED: **"THAT the meeting be adjourned."**

CARRIED.

The meeting was adjourned at 2:40PM.