

School District No. 48 (Sea to Sky)

PUBLIC RELATIONS COMMITTEE MEETING

Wednesday, January 13, 2016

School Board Office

Squamish, BC

12:45pm

MINUTES

16-01-13 PRC-O

Present:

Chris Vernon-Jarvis, Trustee and PR Committee Chair

Peter Jory, Director of Instruction

Karen Saenger, Vice-Principal, Don Ross Middle School

Brayden Gordon, Vice-Principal, Garibaldi Highlands Elementary School

Chris Matheson, Vice-Principal, Squamish Elementary School

Chloe Scott, Communications and Administrative Assistant

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 December 9, 2015 be adopted.”**

CARRIED.

3. GENERAL

A. Media Report: December 2015

Chloe discussed the many SD48 initiatives and programs that were covered by local media throughout the month of December. These included WellAhead, the PSS Ski, Board and Bike Academy, and various sports teams throughout the district.

B. Review of Work - School Level

Karen Saenger shared how she is using MyEd BC to send emails to parents and students about what is new and featured online. The result of this is spikes in readership on the Don Ross Middle School website, and in one day there were 751 views of the site. The website features current student work, including graphic design projects, and photos from recent events. Karen shared that she has initiated a Public Relations Committee at the school level. Currently, this committee consists of Karen, Melanie Hurlbert, and Henry Verbeek.

Brayden Gordon discussed how the website updates continue to be well received, and that parents are still wanting information items. To this end, he and Principal Paul Lorette are considering moving the traditional newsletter sent home to parents to be website-based in an effort to consolidate information items.

C. Next Steps - School Level

Chris Matheson described plans to create a more aesthetically pleasing and user-friendly page that shares key information with parents.

Chris Vernon-Jarvis asked what practices are in place for obtaining permission to post photos of children. Peter explained that there are internal and external media protocols and all parents complete forms concerning privacy and photo releases at the beginning of each school year.

Peter reviewed the plan to take the PR Strategy to the Principals in their upcoming meeting and describe the work done so far. A working group will remain after meeting adjournment to plan the presentation/activity.

D. Potential Metrics to Measure Media Strategy

The committee discussed concern over Facebook as a medium for venting. Chloe presented the 'US Air Force Website Response Flowchart', which might guide the conversation to shape a protocol for school communication on Social Media. The creation of a district-wide policy will be discussed at the next meeting.

E. Survey

Brayden explained how the PAC had asked staff to create this survey, and the PAC remained involved by sending out the survey link through their text-remind system. With 36 responses thus far, parents have provided predominately positive feedback. This survey remains open.

4. ADJOURNMENT
MOVED/SECONDED:

**“THAT the meeting be adjourned.”
CARRIED.**

Meeting adjourned at 12:50PM.

Committee Chair

Secretary-Treasurer