

School District No. 48 (Sea to Sky)

PUBLIC RELATIONS COMMITTEE MEETING

Sep 12, 2018
School Board Office
Squamish, BC
Time: 11.00am

AGENDA
2018-09-12 PRC-O

| | Page |
|---|------|
| 1. AGENDA | |
| Recommendation: “THAT the agenda of this meeting be approved.” | 1 |
| 2. MINUTES | |
| Recommendation: “THAT the minutes of the Public Relations Committee meeting held January 10, 2018 be adopted.” | 2-3 |
| 3. TRUSTEE ITEMS: | |
| A. | |
| B. | |
| 4. PRESENTATIONS | |
| A. | |
| B. | |
| 5. INFORMATION ITEMS | |
| A. School Website Update – <i>C. Nicholson</i> | |
| B. | |
| 6. DISCUSSION ITEMS | |
| A. Website Refresh – <i>C. Nicholson/L. Darch</i> | |
| B. | |
| 7. ACTION ITEMS | |
| A. | |
| B. | |
| 8. ADJOURNMENT | |
| Recommendation: “THAT the meeting be adjourned.” | |

School District No. 48 (Sea to Sky)

PUBLIC RELATIONS COMMITTEE

January 10, 2018
School Board Office
Squamish, BC
Time: 10:30am

MINUTES

18-01-10 PRC-O

The meeting was called to order at 10:39am

Attendance

Trustee: Vernon-Jarvis

Staff: Director of Instruction: Technology and Innovation, Principal Cho,
Vice-Principals (via conference call) Aldcroft, Matheson, Nelson,
Executive Assistant

Absent: Vice-Principal Saenger

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 October 11, 2017 be adopted.”**
CARRIED

3. TRUSTEE ITEMS - None

4. PRESENTATIONS - None

5. INFORMATION ITEMS

A. Website Refresh

The Director of Instruction: Technology and Innovation advised that principals and vice principals received the committee’s feedback and suggestions regarding website updating at an Ed Leadership meeting.

He also advised that staff are recommending a refresh of the district and school websites noting that metro websites are using less text and more visual cues to find information. Suggestions to support the refresh included considering consulting with a website professional and options to engage school district students in the redesign process.

B. Correspondence - None

6. DISCUSSION ITEMS

A. Annual Communications Plan

As a concept for the committee to consider, the Director of Instruction: Technology and Innovation introduced an other district's communication plan that is tied to the district's strategic plan.

Trustee Jarvis stated the committee's original goal was to brand the district as competent using the Education Plan. It was generally agreed that any communication plan needs to be kept simple and school branding is important. Vice Principal Matheson spoke about the value in schools showcasing Alumni students. Vice Principal Nelson suggested branding should include showcasing student involvement in local culture and society where everyone has a voice and suggested an open forum be linked to the district website.

7. ADJOURNMENT

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

CARRIED

The meeting adjourned at 11:25am.

Committee Chair

Secretary-Treasurer