

School District No. 48 (Sea to Sky)

PUBLIC RELATIONS COMMITTEE MEETING

Sep 12, 2018
School Board Office
Squamish, BC
Time: 11:00am

MINUTES
2018-09-12 PRC-O

The meeting was called to order at 10:13am.

Attendance

Trustees: L. Godfrey

Staff: P. Lorette (left at 10.48), C. Nicholson, L. Darch, S. Saunders

1. AGENDA

REVIEWED: **“THAT the agenda of this meeting be approved.”**
CARRIED

2. MINUTES

REVIEWED: **“THAT the minutes of the Public Relations
Committee meeting held January 10, 2018
be adopted.”** CARRIED

3. TRUSTEE ITEMS

A. None

4. PRESENTATIONS

A. None

5. INFORMATION ITEMS

A. None

6. DISCUSSION ITEMS

A. Website Refresh – *C. Nicholson/L. Darch*

Website audit of all schools was presented and Assistant Superintendent Nicholson shared the need for all sites to have a consistent look and feel to properly reflect the district’s mission, vision, and values and to be more user-friendly for all members of our school community. New Westminster School District was reviewed as an example with the suggestion that we move in this direction. Trustee Godfrey agreed with the suggestion.

7. ACTION ITEMS

A. None

8. ADJOURNMENT

MOVED/SECONDED: **“THAT the meeting be adjourned.”**

CARRIED

The meeting adjourned at 11.40am

I. Kent

Committee Chair

M. Azim

Secretary-Treasurer

SCHOOL WEBSITE AUDIT SEP 2018

School	Homepage	Calendar/ Bell Schedule	Contact Info	Overall Look & Feel	Address
Howe Sound Secondary	Message from Principal New VP needs to be added	Current	Accurate	Large banner images (cuts off content on laptops) Dated	https://sd48howesound.org/
Don Ross Middle	Opening Week Update Twitter feed not functioning Transit schedule not readable Links not labelled properly	Current	Accurate	Inappropriate use of banner images (does not illustrate a learning environment) Outdated pages (ex. 2014 Track meet results, P-T conferences 2017, Community Updates 2017) Student learning photos on pages are great Top navigation - too many options NEEDS IMMEDIATE WORK	https://sd48donross.org/
Brackendale Elementary	Welcome back message	Current Calendar No bell schedule	No Contact Us	Simple, clean Banner image not relevant	https://sd48brackendale.org/
Garibaldi Highlands Elementary	Back to school info	Current	No Contact Us	Bright & colourful School news is two years out of date	https://sd48garibaldihighlands.org/
Squamish Elementary	Info is current and relevant	Current	No Contact Us	Great photos of student learning Some pages out of date	https://sd48squamish.org/

Mamquam Elementary	No welcome/principal message	Current	Accurate	Clean look Need new banner images, can't read text Formatting needs work	https://sd48mamquam.org/
Learning Connections	Welcome message Info is current relevant	Current	Accurate	Look and feel is quite different from our other sites, but more modern and clean Logo is not transparent	https://seatoskylearningconnections.com/
Sea to Sky Online	General info How to connect with teachers		Accurate	Clean look, simple navigation Formatting issues (text size & colour)	https://seatoskyonline.com/
Whistler Secondary	Welcome back info Outdated links (ex. course calendar)	Current	Accurate	Some pages needs updating Banner images too large (cuts off content on laptops)	https://sd48whistlersecondary.org/
Spring Creek Elementary	Info is current and relevant	Current Calendar No Bell Schedule	No Contact Us	Simple, easy to navigate	https://sd48ecolespringcreek.org/
Myrtle Phillip Elementary	Start Up Information	Current	Accurate	Banner image is seasonal and too large Kindergarten program has different site	https://sd48myrtlephilip.org/
Pemberton Secondary	Info is current and relevant	Current Calendar No Bell Schedule	No Contact Us	Clean, simple	https://sd48pemberton.org/
Signal Hill Elementary	Info is current and relevant	Current Calendar No Bell Schedule	Accurate	Simple, clean Images of student learning	https://sd48signalhill.org/

Blackwater Creek Elementary	No relevant info, just to check email	Current Calendar No Bell Schedule	No Contact Us	No pictures of student learning	https://sd48blackwatercreek.org/
Overall	<p>Websites are not in family with each other and the district website</p> <p>Most homepages have scrolling blogs dating back to 2015</p> <p>Links with title of file or URL rather than vanity text</p> <p>Mobile-responsive, but not designed for mobile</p> <p>Navigation is different on every site</p> <p>Overall tone of sites does not reflect our values</p>				