

-Key Communicators Meeting-
Agenda: Winter 2018-1/25/18

-Welcome, Introductions and Thanks!

-Rationale and Purpose: (an outgrowth of the Undivided Movement)

-Increase communication between school district and community.

-Engage the community in helping HASD provide the best possible services it can to students and families.

-Serve as a resource for all stakeholders to turn to for accurate and timely information about the accomplishments of the district.

-address misconceptions quickly.

-increase volunteerism in public education and the community.

-strengthen the district's relationship with the community.

NOTES: There were no recommended additions to rationale and purpose.

-Methods of Communicating with Community-

Method	Audience	Frequency
School Board Meetings: Livestreamed and archived on website.	ALL	Monthly
<i>The Halifax Gazette</i> : HASD newsletter posted to website, sent electronically to families; hard copies available in all offices, at board meetings, and at public locations in the community.	ALL	Quarterly
Electronic Sign at MS/HS	ALL	Continuous
Principals' Report to Families: SwiftK messaging.	Families of Students	Weekly
HASD Website: pictures, headlines & information about district and schools.	ALL with computer and internet connection.	Continuous
HASD Twitter Account-also posted to website.	ALL with computer, twitter account or internet connection.	Continuous
Teacher update to families.	Families of Students	Daily and Weekly
Key Communicators Group	Anyone who attends the meetings. Minutes & projects posted to HASD website.	Quarterly-also as needed contact with Dr. Orner to answer questions.

-What other methods should HASD implement to increase communication with the community?

NOTES:

- (1) Families with children appreciate the live streaming of school board meetings.
- (2) Request that school board meetings start on time. Dr. Orner noted this has been addressed as of the 2nd meeting in December.
- (3) Increase delivery area for *Halifax Gazette* to reach stakeholders who do not have children and grandchildren in the district. Suggestions: (1) All churches; (2) Kings; (3) doctors' offices; (4) all banks; (5) dentist offices; (5) McDonalds; (6) Dennies/Lennies; (7) Sheetz
- (4) Review the use of the electronic sign: (1) speed of ads-needs to be slower (remember: audience is drivers); (2) create a design standard-tone down the colors, use less busy images, condense the number of words.
- (5) Discussed the need to streamline the academic, activities, and athletic calendars (how difficult it is to find information about school events). Dr. Orner will review options with administration.
- (6) Discussed the need to make the district website more user friendly.

-Preliminary Budget Preview:

- Resolution passed not to exceed the Act I Index-if board chooses to raise taxes.
- Creates the foundation for zero-based budgeting.
- Timeline and opportunities for engaging the community.

NOTES: Dr. Orner reviewed a copy of the preliminary budget presentation, the time line, and opportunities for community involvement in the process. Group discussed the impact mandated cyber/charter school costs has on the district. Shared information about HB935 which would require parents to use a school district's cyber program, like HASD's CAOLA program. See attached documents.

-Business and Operations Manager Search Update:

NOTES: HASD has reopened the search due to limited pool of applicants. Next round of interviews will be held in mid-March with plans to appoint an individual to the position in May 2018. Current Business and Operations Manager retires on June 29th.

-Open All Summer 2018: The following programs will be offered this summer.

- Summer Feeding Program: HASD will receive the federal funding to support the summer lunch program.
- HWEF Camps: Brochure to be posted mid-March.
- Transportation for students attending DCTS Career Camp in June
- HASD summer math and literacy programs.

-Extended School Year for students who need additional instruction.

-Community Library: proposal for use the MS/HS Media Center as a Community Library will be presented to the Student Services Committee during their February 13th meeting.

-RockSTART program at HES: proposal to be reviewed at the February 13th Student Services Committee meeting.

-Valley's Church Back to School Program in MS Gym: HASD has extended an offer to Valley's Church to use the MS Gym during the summer to facilitate their Back to School program.

-Next Meeting: March 22nd at 7:00 p.m. in the MS/HS Media Cafe: Agenda items include a discussion of how to best coordinate the Angel Tree and Back Pack Programs that benefit our community.