

**South Middleton Board of School Directors
Community Relations Committee Meeting Notes
Monday, March 5, 2018 – 6:00 PM**

The committee was called to order by committee chair Elizabeth Meikrantz. The following committee members were present: Steve Bear, Mike Berk, Bruce Deveney, Alli Rose (BSHS), Matt Ulmer, Randy Varner

1. Teacher Appreciation Week- As a follow up to the impromptu breakfasts that were held in January at a few of our schools, the committee discussed partnering with the PTO during Teacher Appreciation Week.

- The week of May 6 is Teacher Appreciation Week this year.
- The committee will work with the PTO to coordinate an activity and/or gift that could fit with their schedule and show the Board's appreciation to our teachers and support our PTO in their efforts. Sponsoring a breakfast and providing a small gift were suggested.
- Additional ideas for future Teacher Appreciation and community building included: back to school BBQ or an ice cream social. Logistically we would need to think hard about how we can be most effective at using our time to show true appreciation and build community.

2. Communication: It was recommended that we review the district-wide communication plan.

- It was noted that some families have stopped reading some of the weekly emails because they assume all details are the same. We want to help the administration team find ways of improving this communication.
- The committee discussed some challenges with navigating our current website and ways it can be more user-friendly in the future to promote important communications. The idea of promoting possible community theme, branding and building the site to function as a strong communication tool that helps new families know our identity.
- Build on the Bubbler Pride, Every Bubbler Cares, and "Go Be Great Today" programs to unite them with one common theme that will thread through all of our schools.
- Mr. Deveney shared that his former district sent a weekly all-call on Sunday evenings with the important school schedule notes for the week.
- The idea of creating a marketing internship was suggested with the thought that one of our students might partner with the administration on promoting school pride, school brand and what we do well through social media.
- It was suggested that more administrators or teachers have access to promoting on social media in real time especially for sporting events.
- We will focus on promoting press releases on the things we do well and keeping the positive work of our teachers and students in front of our community.

3. At our meeting on April 3, we will have representatives from PTO, Bubbler Foundation (Brett Schaffer, Emily Kremski), and the Township join us for the beginning of discussion of a joint community calendar.

4. The committee discussed having a more formal process to ensure that all necessary follow-up has occurred from any public feedback at board meetings. It was asked that the administration regularly help to close the loop to ensure that board members know all issues that required follow up have been addressed and that board members do the same for any follow up they do as well.

5. Next meeting – April 3, 2018 at 6 p.m.