

DRAFT PENDING COMMITTEE APPROVAL

Public Information Committee Meeting Minutes

September 9, 2015
T/E Administration Offices
5:30 PM

Attending all or part of the meeting:

Board Committee Members: Kris Graham (chair), Karen Cruickshank
Other Board Members: Doug Carlson
T/E School District Representatives: Chris Connolly, Rich Gusick, Mike Szymendera
Community Members: Roberta Hotinski

Public Comment:

- Roberta Hotinski commented on context for items included in meeting agendas.
- Roberta Hotinski commented on topics for a communications survey.
- Roberta Hotinski commented on teacher web pages on the District web site.
- Roberta Hotinski commented on short video updates on the District web site.

Committee Discussion and Recommendations:

- The Committee approved the February meeting minutes.
- The staff presented an overview of the District's Communications Program. As part of the District's communication objective of evaluating its program for effectiveness, the Committee discussed conducting a communications survey to help evaluate current and potential communications tools. The Committee reviewed a sample communications survey and made suggestions on questions to include a District survey. The staff will draft a communications survey for the Committee's review.
- The Committee discussed the awareness campaign for the School Director Region Reapportionment Study. Information regarding the study has been communicated on the District web site and in the District's e-newsletter. As the study progresses, updates will also be included in PTO email blasts, in the *In Tredyffrin & Easttown* magazine and on the TE Board Talk TV program.
- The Committee reviewed possible topics for the fall TE Board Talk program. The Committee recommended the following topics for the fall program: points of pride for the District; a PSSA update; and an update on the School Director Region Reapportionment Study.
- The Committee discussed suggestions to improve TETV including more modern graphics and expansion of information on the TETV scroll.

Meeting Adjourned: 6:30 pm