

Public Information Committee Meeting
March 15, 2016
6:30 p.m.
TEAO

- I. Public Comment
- II. Approval of February Meeting Minutes
- III. Feedback on Pilot Public Comment Process
- IV. Final Draft of Community Communications Survey
- V. School Board Communications – Archiving Meeting Materials and Videos

DRAFT PENDING COMMITTEE APPROVAL

**Public Information Committee Meeting
Minutes**

February 3, 2016
T/E Administration Offices
6:30 PM

Attending all or part of the meeting:

Board Committee Members: Scott Dorsey, Michele Burger, Roberta Hotinski, Kate Murphy
Other Board Members: Doug Carlson, Todd Kantorczyk, Ed Sweeney
T/E School District Representatives: Jeanne Braun, Chris Connolly, Rich Gusick, Mike Szymendera, Wendy Towle
Community Members: Doug Anestad, Ray Clarke, Kris Graham, Jerry Henige, Barb Jackson

Public Comment:

- Barb Jackson commented on the VFMS Fencing Report.
- Ray Clarke commented on the public comment process at School Board meetings.
- Barb Jackson commented on the public comment process at School Board meetings.
- Doug Anestad commented on the public comment process at School Board meetings.
- Jerry Henige commented on the public comment process at School Board meetings.
- Jerry Henige commented on attendance at Committee meetings and visibility of Committee meetings.
- Barb Jackson commented on the School Board's decision making process at meetings.
- Barb Jackson commented on civility at School Board meetings.
- Barb Jackson commented on activities following a Facilities Committee meeting.
- Jerry Henige commented on School Board communications.
- Ray Clarke commented on the draft communications survey.

Approval of Minutes

- The Committee approved the September meeting minutes.

Feedback on VFMS Fencing Report

- In response to a public comment, the Committee discussed the VFMS Fencing Report and comments made by the District's safety and security consultant. The Board discussed its goal of transparency in publishing the report on the District web site.

Public Comment Process at School Board Meetings

- District staff reviewed the Board's prior practice for receiving public comment at School Board meetings in which comments were posted on a computer screen and then reviewed and/or answered at the end of the comment period. District staff also reviewed surrounding school districts' public comment policies and practices including length of individual comments; the length of the entire public comment period; and to whom comments are directed. With input from community members, the Committee discussed possible parameters for a pilot public comment process at Board meetings. The Committee decided that the pilot public comment process will begin at the February 22, 2016 regular School Board meeting. The Committee recommended the following parameters for the pilot public comment process:
 - District staff will no longer type public comments on the screen during the meeting.
 - There will be a five minute time period allowed for individual comments, including acknowledgement or answer from the Board or staff when applicable.
 - If it is determined that there is a large number of individuals who wish to comment on a particular topic, at the discretion of the presiding officer, the individual comment time may be reduced from five minutes to three minutes.
 - All comments will be directed to the Board as a whole or to the presiding officer. No comments or questions shall be directed to individual Board members.

- If there is a large number of comments on a priority discussion topic during the first comment period, comments on that topic may be suspended until the priority discussion public comment period.
- All public comments and responses must be in the spirit of civil public discourse.

Draft Community Survey

- At the September Public Information Committee meeting, the Committee discussed the development of a communications survey to obtain feedback from the community at large on District communication methods. The Committee chair presented a draft communications survey for the Committee's review prior to the next Public Information Committee meeting. Community members may contact District staff with feedback on the survey prior to the March 15, 2016 Public Information Committee Meeting.

Meeting Adjourned: 6:30 pm

Next Meeting: March 15, 2016 at 6:30 pm at the TEAO.

2016 Communications Survey Questions – March 15, 2016

The Tredyffrin/Easttown School District uses an integrated communications network to maximize community awareness of current projects, issues and legislation while promoting the successes of students and staff. As part of an ongoing review of our communications program, we are conducting a survey to help determine the effectiveness of our current communication tools. The District uses the TESD web site as the main source of information with additional communication through a variety of electronic, print and telephone methods.

1. **Are you the parent of a current T/E School District student?**
 - a. Yes
 - b. No

2. **If you do not have children who attend T/E Schools, select the option that best applies to you:**
 - a. I have no children
 - b. My children are not yet school-age
 - c. My children attend school elsewhere
 - d. My children have graduated from T/E schools or other schools
 - e. I am a senior citizen (age 62 or older)
 - f. Other: _____

3. **Are you an employee of the T/E School District or one of its vendors?**
 - a. Yes
 - b. No

4. **Which communication methods are you currently using to receive information about the T/E School District? Select all that apply:**
 - a. **Electronic:**
 - i. T/E School District Website
 - ii. Email, including PTO, school and District email blasts and e-newsletters
 - iii. TETV, the District's local access cable channel
 - iv. School Board meeting videos and TE Board Talk program - on-line or on TETV
 - b. **Telephone:**
 - i. T/E All-Call phone notification system, for parents
 - ii. T/E Information Hotline (610-240-1970)
 - c. **Print:**
 - i. Printed materials including *In Tredyffrin & Easttown* magazine
 - ii. District mailings
 - iii. Local Newspapers
 - d. **Face to Face:**
 - i. Public meetings
 - ii. PTO and/or CHS class meetings
 - iii. Word of mouth
 - e. **Social Media** (for District's weekly e-newsletter):
 - i. Facebook
 - ii. Twitter
 - f. **Other:** _____

5. If you are a parent of a T/E student, which communication methods are you currently using to receive information about T/E schools? Select all that apply:
- a. **Electronic:**
 - i. School Website/Teacher Website
 - ii. School and PTO e-mail blasts
 - iii. TETV, the District's local access cable channel
 - b. **Print:**
 - i. Printed materials including *In Tredyffrin & Easttown* magazine
 - ii. School mailings
 - iii. Local Newspapers
 - c. **Face to Face:**
 - i. PTO and/or CHS class meetings
 - ii. Word of mouth
 - d. **Social Media**
 - i. Facebook (if the school's PTO has a Facebook page)
 - e. **Other:** _____
6. The District currently posts its weekly e-newsletter to Facebook and Twitter. Would you prefer to see additional information shared by the District on social media?
- a. Yes
 - b. No
 - c. Not sure
7. Select all local newspapers you read on a regular basis and indicate whether you read them in print or online:
- a. *The Philadelphia Inquirer* – print or online
 - b. *The Main Line Suburban Life* – print or online
 - c. *The Daily Local* – print or online
 - d. *The Spoke*, Conestoga High School's student newspaper – print or online
 - e. *TE Patch* (online only)
 - f. I do not regularly read newspapers
 - g. Other: _____
8. Select all of the programs that you watch on TETV, Comcast Channel 14 and Verizon Channel 20:
- a. Good Morning Stoga
 - b. Music concerts
 - c. Athletic events
 - d. School Board Meetings
 - e. TE Board Talk
 - f. District presentations
 - g. T/E News
 - h. TETV Scroll
 - i. Other: _____

j. I do not watch TETV regularly

9. If you do not watch TETV, why? Select one or more.

- a. Programming options do not interest me
- b. Program times are inconvenient
- c. I am not aware of the programming schedule
- d. I obtain my information from other sources
- e. Other: _____

10. If you are a parent of a current T/E School District student, how do you prefer to receive emergency closing information? Select one or more:

- a. T/E All Call phone notification system
- b. T/E School District web site
- c. Email
- d. TETV
- e. Local TV or radio stations
- f. T/E Information Hotline (610-240-1970)
- g. Other: _____

11. If you are a parent of a current T/E School District student, would you use the following tools, if available, to receive emergency closing information?

- a. Text messaging – yes or no
- b. Facebook - yes or no
- c. Twitter – yes or no

12. The T/E All Call phone notification system was originally designed with the intent to only communicate emergency information for maximum effectiveness. For parents of current T/E School District students, would you like to see the T/E All-Call system expanded to include frequent event reminders, attendance calls or other broad or targeted messages?

- a. Yes
- b. No

13. Select all methods you would prefer to use to provide input on District or School Board matters:

- a. Email
- b. Public comment period at meetings
- c. Online comment form, if available
- d. Mailed letter
- e. Telephone communication
- f. Other: _____

Thank you for completing our survey. The survey results will be available on the T/E School District web site, www.tesd.net, once the survey data has been compiled.