

Public Information Committee Meeting
October 18, 2016
6:00 p.m.
TEAO

- I. Public Comment
- II. Approval of October 4, 2016 Meeting Minutes
- III. Follow-Up on SchoolMessenger Upgrade – Emergency Text Alerts

DRAFT PENDING COMMITTEE APPROVAL

**Public Information Committee Meeting
Minutes**

October 4, 2016
T/E Administration Offices
6:00 PM

Attending all or part of the meeting:

Board Committee Members: Scott Dorsey, Michele Burger, Roberta Hotinski, Kate Murphy
Other Board Members: Kevin Buraks, Doug Carlson, Todd Kantorczyk, Virginia Lastner, Ed Sweeney
T/E School District Representatives: Jeanne Braun, Chris Connolly, Rich Gusick, Mike Szymendera
Community Members: Doug Anestad, Ray Clarke, Gwenn Mascioli

Public Comment:

- Ray Clarke commented on the process to access wifi at District buildings.
- Doug Anestad commented on the process to access wifi at District buildings.
- Gwenn Mascioli commented on the display of local access channels on cable company channel lineup and schedule.
- Doug Anestad commented on TETV content and paperless communication.
- Ray Clarke commented on an online feedback form.
- Doug Anestad commented on online forms and assurances.
- Gwenn Mascioli commented on the community communications survey data.
- Ray Clarke commented on athletic scores in newspapers.
- Ray Clarke commented on committee reports at Board meetings as a communications method.
- Doug Anestad commented on broadcasting committee meetings.
- Ray Clarke commented on the role of Board Talk in the communications program.
- Ray Clarke commented on the role of Twitter in the communications program.

Approval of Minutes

- The Committee approved the March meeting minutes.

SchoolMessenger Upgrade – Emergency Text Alerts

- One of the District communication objectives this year is to provide parents with a tool to receive emergency closing information via text message. In addition, data from the District communications survey indicated that the majority of parents surveyed would like text messaging to be included in the District's emergency communication tools. District staff presented information on an upgrade to SchoolMessenger, the vendor that provides the TE All-Call Phone Notification System, which would enable the District to send text alerts when there is an emergency message. The cost to upgrade the system is approximately \$4,758 annually. The Committee recommended that the SchoolMessenger upgrade be placed on the October 24, 2016 School Board meeting agenda.

Community Communications Survey Results

- Last year, the Committee recommended the development of a community communications survey as a way to obtain feedback on District communication methods. District staff presented the communication survey results to the Committee for discussion. Based on survey results, the District is reviewing the following areas for consideration:
 - Provide parents with a tool to receive text message alerts for emergency closings
 - Create an online feedback form on the District website to receive input on District and School Board issues
 - Increase awareness of current communication tools including the TETV programming schedule and the District's Facebook presence

- Review opportunities for more electronic communication at schools
- Continue promoting and evaluating Schoology as a portal for parents to use to review homework assignments and other class information

Follow-Up on Archiving Meeting Materials on District Website

- District staff provided a follow-up on the Committee's recommendation to archive meeting materials on the District website. Meeting materials from the 2015-2016 school year are available on the District website under the "School Board" menu and then "Meeting Dates, Agendas and Minutes." Meeting information will be archived going forward for a five-year period at which time the archiving process will be revisited.

Fall/Winter TE Board Talk Program:

- The Fall/Winter TE Board Talk program will include segments on the new District Athletic Director, the TESD visiting author and Schoology. Board members participating in the upcoming program include Roberta Hotinski, Ed Sweeney and Doug Carlson.

Meeting Adjourned: 7:35 pm

School Messenger Texting Options

- **Option 1 – Self-Subscribing Through TESD Website**
 - Parents and community members may opt-in themselves through the TESD website. There is no limit on the number of subscribers.
 - The District would be able to send District-level messages to all subscribers. Messages could not be sent by school.
 - The database of opt-in subscribers is kept separate from the TE All-Call student database and cannot be merged.
 - Any mobile number changes must be made by the subscriber and will only be reflected in the subscriber database, not in the school database.
 - Switching to Option 2 at a later date could be confusing to parents.

School Messenger Texting Options

- **Option 2 – Using TE All-Call Student Database**
 - Only parents/guardians in our TE All-Call student database would be eligible to receive text messages.
 - Parents would need to opt-in through a text invitation following notification from the District.
 - District staff would need to manage data collection and data maintenance.
 - The District would have the capability to send both District-level and school-specific text messages.
 - Removing the Subscriber Feature would save \$1,950.