

Public Information Committee Meeting
March 23, 2017
7:00 p.m.
TEAO

- I. Public Comment
- II. Approval of February 22, 2017 Meeting Minutes
- III. Update on New Website Template
- IV. District Logo Redesign
- V. Paper Reduction Efforts
- VI. Spring/Summer TE Board Talk Program
- VII. Review of Communications Plan for Ad Hoc Committee for Elementary Enrollment

DRAFT PENDING COMMITTEE APPROVAL

**Public Information Committee Meeting
Minutes**

February 22, 2017
T/E Administration Offices
6:00 PM

Attending all or part of the meeting:

Board Committee Members: Roberta Hotinski (chair), Michele Burger, Scott Dorsey, Kate Murphy
Other Board Members: Todd Kantorczyk, Ed Sweeney
T/E School District Representatives: Chris Connolly, Rich Gusick, Mike Szymendera
Community Members: Heather Ward

Public Comment:

- Heather Ward commented on monitoring legislative activity in Harrisburg.

Approval of Minutes

- The Committee approved the October 18, 2016 meeting minutes.

Update on Proposed Property Tax Elimination Legislation

- The Committee received an update on the status of the proposed property tax elimination legislation. While at the time of the meeting, there was not yet a specific bill on property tax elimination, the District will continue to work with various educational organizations to monitor legislative activity. The District will remain responsive to any new legislative action and is prepared to communication information as needed.
- The Committee recommended the development of a special TE Board Talk program focusing on the impact of property tax elimination legislation on the T/E School District. Once completed, a video of the program will be shared through all District communication channels including social media.

New Website Design Template

- The Committee received a presentation on a new template design for the District website. The District's current website was created in 2008. A new website template will remove the need for Adobe Flash Player, make the site easier to navigate on mobile devices and meet new accessibility requirements. The site's content will remain consistent and in the same location, but with a new "overlay" to improve functionality and design.
- District staff presented template design options. After discussion and review of the options, the Committee recommended the purchase of the "Atlas" design template for consideration by the full Board at its February 27, 2017 meeting.

Other

- The District used the new TE All-Call texting feature during the first emergency closing event of the school year on February 9, 2017. The District has received positive feedback on the new feature from parents and staff members.
- A new issue of the *In Tredyffrin & Easttown* magazine will be delivered to all households in Tredyffrin and Easttown townships during the week of February 20th. The District has eight pages of content in the magazine, including an article from each school. The District's articles are posted on the TESD website.

Meeting Adjourned: 7:34 pm

TESD Logo Redesign, March 2017

Current Logo



Previous Logos



TESD School Logos or Mascots



Local School District Logos



Sample Logos from Graphic Designers

Proforma Vindee Marketing Solutions

Estimate: \$1250 - \$2500



OCEAN VIEW
REAL ESTATE



ChesPenn Health Services

Sample Logos from Graphic Designers

Schoolwires/Blackboard
\$1500 flat fee



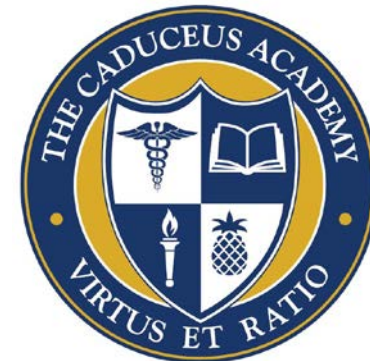
Sample Logos from Graphic Designers

Chester County Intermediate Unit Graphic Design Services
Estimate: \$1000-\$2500



Sample Logos from Graphic Designers

Professional Duplicating Graphic Designs
Estimate: \$300 upfront; \$75/hour



Questions for Committee Consideration

Design Process

1. Why do we want a new logo?
2. Does it need to align with other logos in the district?
3. Who are we trying to appeal to most (parents, students, staff)?
4. Where do we see the logo being used? Are there any particular variations we foresee needing?
5. What text do we want included in the logo (tagline, school district, “T/E”) and are there any specific guidelines for their use (e.g. all cap vs. initial cap)?
6. Are there any particular colors that should be used and/or not used?

Selection Process

1. Who will be involved in the decision and review process?
2. What is our required timing?
3. What is the budget for this project?
4. Are there any other design services we would like potentially included (e.g. header for website, letterhead)?
5. Are there any other considerations?

Input from School Community

1. What one word best summarizes the T/E School District?
2. What personality/tone should the logo take on?
3. Would you want the logo to draw on any certain features/history of Tredyffrin and Easttown Townships?
4. What other logos appeal to you and why?