

Public Information Committee Meeting
May 1, 2017
7:00 p.m.
TEAO

- I. Public Comment
- II. Approval of March 23, 2017 Meeting Minutes
- III. Review of District Logo Design
- IV. Update on Ad Hoc Committee for Elementary Enrollment Process

DRAFT PENDING COMMITTEE APPROVAL

**Public Information Committee Meeting
Minutes**

March 23, 2017
T/E Administration Offices
7:00 PM

Attending all or part of the meeting:

Board Committee Members: Roberta Hotinski (chair), Michele Burger, Kate Murphy
Other Board Members: Doug Carlson, Ed Sweeney
T/E School District Representatives: Chris Connolly, Rich Gusick, Mike Szymendera
Community Members: Xavier Arnault, Ray Clarke, Gwenn Mascioli, Heather Ward

Public Comment:

- Ray Clarke – commented on new website template
- Gwenn Mascioli commented on new website template
- Heather Ward commented on the new website template
- Xavier Arnault commented on new website template
- Ray Clarke commented on the redesign of the District logo
- Gwenn Mascioli commented on the redesign of the District logo
- Gwenn Mascioli commented on District paper reduction efforts
- Ray Clarke commented on the spring/summer TE Board Talk program.

Approval of Minutes

- The Committee approved the February 22, 2017 meeting minutes.

TE All Call Texting Feature

- The Committee received positive feedback on the texting option that is now part of the TE All Call emergency notification system.

Update on New District Website Template

- The Committee previewed how the District website will look once the new template design is applied. After reviewing two color options for the site, the Committee recommended the garnet header and background.
- The Committee discussed the headings on the channel bar and the global icons and provided suggestions for reorganizing headings and removing redundancies.
- The new website template design will be applied to the District website over the summer. The new 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, but with a new "overlay" to improve functionality and design.

District Logo Redesign

- The District's current logo has been in place for over ten years. Since the new District website template will feature the District logo, the Committee decided it was time to consider an updated logo.
- District staff presented background information on the current logo and previous logos, school logos and surrounding school districts' logos. The Committee also reviewed a vintage TE High School logo that originated in the 1930s. The Committee agreed that the vintage logo would service as inspiration for a new District logo as it incorporates both the history and tradition of the school community.

- The Committee recommended that District staff consult with a professional graphic designer to develop a new District logo using the vintage TE High School as inspiration at a cost not to exceed \$2500.

Paper Reduction Efforts

- The Committee received an update on the District's efforts to reduce paper and utilize electronic communications. This school year, the District has used email communication to share information with parents about pertussis cases and on-line conference scheduling. Both of these items were previously sent to parents through paper communications. In addition, school personnel are in the process of reviewing summer packets to consider digitally communicating informational items that do not require a parent response. Finally, the District continues to review proposals from vendors who provide database integration services that would reduce the amount of information that needs to be submitted by parents on paper forms.

Spring/Summer TE Board Talk Program

- The Committee recommended including topics on the introduction of new Director of Individualized Student Services Chris Groppe and an update on the work of the Ad Hoc Committee for Elementary Enrollment in the spring/summer TE Board Talk program. These two topics will join a special edition of TE Board Talk on property tax elimination legislation that was taped earlier in March. School Board members Roberta Hotinski, Virginia Lastner and Kate Murphy will participate in the upcoming program.

Review of Communications Plan for Ad Hoc Committee for Elementary Enrollment

- The communications plan for sharing information about the work of the Ad Hoc Committee for Elementary Enrollment will follow the same model that was used for the Ad Hoc School Region Reapportionment Committee last year. The model incorporates electronic, print, video and face to face communication vehicles. In addition, School Board members will be visiting school PTOs to share information directly with parents.

Meeting Adjourned: 9:30 pm

TESD Logo Redesign, May 2017

The vintage Tredyffrin-Easttown High School logo was used as the inspiration for the new logo design.



Logo Designs



Logo Designs



Logo Designs



Logo Designs – with color



Logo on Letterhead



Tredyffrin/Easttown School District

940 West Valley Road, Suite 1700 | Wayne, PA 19087
610-240-1900 | www.tesd.net

OFFICE OF THE SUPERINTENDENT

DATE

«FirstName» «LastName»
«Address»

Dear «FirstName»:

You and your family are cordially invited to attend the DATE meeting of the T/E Board of School Directors. Following opening comments by the School Board President, you and your family will be invited to the front of the room to receive the congratulations of the Board for «Reason».

The meeting will be held in the Conestoga High School cafeteria, 200 Irish Road, Berwyn, beginning promptly at 7:30 PM. A video of the meeting will air on T/ETV, Comcast Channel 14 and Verizon Channel 20, at 9:00 pm daily beginning the Thursday following the meeting. The meeting will also be available on the T/E School District web site at www.tesd.net.

Congratulations on your outstanding accomplishment!

Sincerely,

Richard Gusick
Superintendent

Pc: «Principal»

Logo on Website



The screenshot displays the website header for Tredyffrin / Easttown School District. The header is dark brown with white text and icons. On the left, there is a navigation menu with links for District Home, Select a School, and Translate. On the right, there are links for User Options and Search. The main header area features the school district logo on the left, which includes a circular emblem with a lamp and the text 'TREDYFFRIN / EASTTOWN SCHOOL DISTRICT' and 'Inspiring the Future'. To the right of the logo are five icons with corresponding labels: Staff Directory, Lunch Menus, Calendar, Parent Information, and Schoology. Below the header is a secondary navigation bar with links for Home, Our District, Community, Departments, Human Resources, Schools, School Board, Staff, and Calendar. The main content area is divided into two sections. On the left is a large photograph of a smiling teacher and a young boy looking at a laptop in a classroom. On the right is a section titled 'Upcoming Events' with a list of events for Thursday, April 27; Friday, April 28; Saturday, April 29; and Monday, May 1.

District Home | Select a School | Translate | User Options | Search

TREDYFFRIN / EASTTOWN
SCHOOL DISTRICT
Inspiring the Future

Staff Directory | Lunch Menus | Calendar | Parent Information | Schoology

Home | Our District | Community | Departments | Human Resources | Schools | School Board | Staff | Calendar

Upcoming Events

Thursday, April 27
PSSA Math - Grades 3-8
CHS-Sophomore Parent Meeting
9:30 AM

Friday, April 28
PSSA Math - Grades 3-8
VFMS-Gr.7/8 Spring Dance
7:00 PM - 9:00 PM

Saturday, April 29
TEMS- PTO Parent Social
6:30 PM - 11:00 PM

Monday, May 1
Advanced Placement Testing
PSSA Science - Grades 4,8