

DRAFT PENDING COMMITTEE APPROVAL

**Public Information Committee Meeting
Minutes**

October 24, 2017
T/E Administration Offices
7:00 PM

Attending all or part of the meeting:

Board Committee Members: Roberta Hotinski (chair), Michele Burger, Scott Dorsey, Kate Murphy
Other Board Members: Doug Carlson, Virginia Lastner, Todd Kantorczyk, Ed Sweeney
T/E School District Representatives: Chris Connolly, Rich Gusick, Mike Szymendera, Oscar Torres
Community Members: Doug Anestad, Jerry Henige, Heather Ward, Tina Whitlow

Public Comment:

- Jerry Henige commented on the *In Tredyffrin & Easttown* magazine.
- Doug Anestad commented on the *In Tredyffrin & Easttown* magazine.
- Doug Anestad commented on the proposed amendment to the PA constitution ballot question.
- Jerry Henige commented on the proposed amendment to the PA constitution ballot question.
- Doug Anestad commented on Senate Bill 76.
- Doug Anestad commented on the District's paperless communication efforts.
- Doug Anestad commented on the District's website.

Approval of Minutes

- The Committee approved the May 1, 2017 meeting minutes.

District Participation in *In Tredyffrin & Easttown Magazine*

- District staff presented information from the publisher of the regional In Community magazine company, which produces the local *In Tredyffrin & Easttown* community magazine. The District currently receives eight pages of free content in each quarterly issue of the magazine. The magazine is produced in full color and delivered to over 17,000 households in Tredyffrin and Easttown Townships. The publisher indicated the costs for publishing the *In Tredyffrin & Easttown* magazine are higher than the revenue the magazine is generating and asked the District to pay \$250/page/quarter to continue to have its content included in the magazine.
- After discussion and comparison costs for the District to produce and mail a similar amount of information to residents of Tredyffrin and Easttown Townships, the Committee asked the administration to offer a reduced cost per page to the publisher to continue to have its content included in each quarterly magazine, provided the publisher would guarantee that the full circulation of the magazine would continue and not be reduced.

Ballot Question on Proposed Amendment to Pennsylvania Constitution

- The Committee discussed the November 7, 2017 ballot question related to school property taxes that will ask Pennsylvania residents if they would like to amend the Pennsylvania Constitution. The Committee reiterated the Board's discussion from the October 23, 2017 School Board meeting in which Board opposed the ballot question.
- The Committee directed District staff to launch an awareness campaign to alert community members of the Board's opposition to the ballot question.

Update on Paperless Communication Efforts

- District staff presented an update on the District's efforts to reduce paper in school communications. Beginning this school year, all informational pieces normally sent home on paper were communicated to parents electronically. The District will continue to expand its paperless communication efforts wherever possible, including the implementation of electronic report cards.

Website Accessibility

- Over the summer, the District website received a new website template that meets all current accessibility requirements. The School Board has recently passed a website accessibility policy to ensure that the District website continues to meet accessibility standards going forward. The District continues to use the SiteImprove program to monitor its website for any possible accessibility concerns.

Fall/Winter TE Board Talk Program Topics

- The Committee recommended that the next TE Board Talk program include segments on New Eagle Elementary School's new Principal, Pat Gately; the integration of STEAM (science, technology, engineering, arts and music) into the curriculum; and middle and elementary school "innovation stations" in school libraries.

Meeting Adjourned: 8:50 pm