

**CENTRAL BUCKS SCHOOL DISTRICT**  
**Communications Committee Minutes**  
**February 8, 2017, 6:00 pm**

MEMBERS PRESENT

Karen Smith, Chairperson, School Board Dir.  
Meg Evans, Member, School Board Director

OTHER BOARD MEMBERS AND  
ADMINISTRATORS PRESENT

Mr. John Kopicki, Superintendent  
Dr. David Bolton, Assistant Superintendent  
Dr. Scott Davidheiser, Assistant Superintendent  
Mr. Jason Jaffe, Director, Technology & Innovation  
Mr. Edward Tate, Dir, Comm & Strategic Planning  
Mrs. Melanie Sullivan, Community Relations Cdr.  
Mr. Glenn Schloeffel, School Board Director

PUBLIC COMMENT

There was no public comment.

PREVIOUS MEETING MINUTES

The June 29, 2016 Communications Committee meeting minutes were accepted as presented.

INFORMATION/ DISCUSSION/ ACTION ITEMS

**Director of Communications & Strategic Planning Introduction-** Mr. Tate introduced himself and the communications team: Melanie Sullivan, Community Relations Coordinator, who was present, and Matt Murray, Video Specialist, who was excused. After providing an overview of his background, Tate reviewed the effectiveness of the district's communications tools and provided some metrics on audience reach. The tools he discussed were newsletters, social media, video, websites and news media. He said that a strategic plan is being developed for CB communications. He explained that the new strategic plan for communications will support the district's new five-year strategic plan, which also is now in development.

**Website Redesign-** Mr. Jaffe outlined efforts currently underway to provide a new look and feel for the district's main website and school websites. A mock-up of the redesign will be presented to the board at a later stage. He also touched upon improving the website "Search" feature and the launch of the district logo contest to develop a new logo to be used across CB collateral. Mrs. Darcy asked if we should be redesigning the website regularly to keep up with technological changes. Mr. Jaffe responded that every five years is recommended.

**Community Outreach**

Mrs. Darcy spoke of increasing district outreach to the greater community. Getting space in township and association newsletters was discussed by Mr. Tate. Mrs. Smith recommended a newsletter to taxpayers and regular updates to staff. Mr. Jaffe said that the district's website and social media are open to all, and that the district needs to keep tagging these communications channels on all collateral.

**Report Cards**

Mr. Schloeffel asked if any attempt is being made to return to paper report cards. Dr. Bolton said that as a result of parent feedback after the reporting documents first went electronic, the district is now sending home a final, printed document to all elementary families. This report shows the results from the entire school year. Further, the document is shorter now, so that if parents would like to print it, it is much easier. Dr. Bolton also noted that 88% of parents are now checking Parent Portal for elementary reporting information.

ADJOURNMENT

The meeting was adjourned at 6:42 pm.

Minutes submitted by Melanie Sullivan & Edward Tate