

**CENTRAL BUCKS SCHOOL DISTRICT**  
**Communications Committee Minutes**  
**May 10, 2017 – 6 p.m.**

**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, Asst. Superintendent  
Dr. Scott Davidheiser, Asst. Superintendent  
Andrea DiDio-Hauber, Director, Human  
Resources  
Mr. Jason Jaffe, Director, Technology and  
Innovation  
Mr. Edward Tate, Dir., Communications and  
Strategic Planning  
Ms. Melanie Sullivan, Coordinator,  
Community Relations

**PUBLIC COMMENT**

There was no public comment.

**PREVIOUS MEETING MINUTES**

The May 10, 2017, Communications Committee meeting minutes were accepted as presented.

**INFORMATION/ DISCUSSION/ ACTION ITEMS**

CBTV: Mr. Tate showed the Teacher Appreciation Week video, which he said was well received, with many positive comments on Facebook and >640 online views. It also was shown by principals at school meetings districtwide. The Staff development video had 241 views in April and 41 in March.

Communications Metrics: The primary metrics for CBSD communication – Facebook views, Twitter impressions and followers, and CB App downloads – continued to trend upward in February and March, Mr. Tate reported. The number were down, he said, in April due to the holidays.

Website Update: Mr. Jaffe and Mr. Tate outlined efforts currently underway to provide a new look and feel for the district's main website and school websites. They presented a mock-up of the new design, explained the main features, and discussed the process to complete the site and plans for promotion. Mrs. Smith asked if photos in the homepage carousel can be pause and hyperlinked. Mr. Jaffe did not believe that the photos can be hyperlinked, but will ask the vendor about ability to pause them.

Logo Contest: Mr. Jaffe said more than 350 entries K-12 were received. A committee that included several art teachers chose the finalists. Two co-finalists received a certificate and \$250 scholarship. The final design by a local graphic designer incorporates elements of both students' designs. Mr. Jaffe showed it to the committee and said it will be introduced at the same time the new website is launched.

Facebook pilot: Three schools in the South Cluster volunteered for pilot use, Mr. Tate said. Titus Elementary went live in April and parents are very pleased. Tamanend M.S. and CB South will begin with the new school year. Posting will be limited to the principals and designee(s); the pages will be closed to external posts and comments.

Graduation ceremonies: CBTV will broadcast all three ceremonies live and highlights will be replayed in the months following. A video titled, “Celebrating Our Seniors” is being produced.

Calendar: Work is progressing well on the paper calendar, which our survey shows is widely used, under the direction of Melanie Sullivan, reported Mr. Tate.

ADJOURNMENT: The meeting was adjourned at 6:37 p.m.

Minutes submitted by Edward Tate