



Communications & Community Engagement Standing Committee Meeting Minutes September 18, 2014

Members in attendance:

Heidi Eby – Board Member (Chairperson)
Andrea Abruzzo – Board Member
Bruce Hancock – Board Member (attending for Chris Barrett)
Julie Neal – Board Member
Dave Sweigart – Administration
Dan Tredinnick – Administration
Ann Rowland – Citizen Advisor
Ann Marie Schupper – Citizen Advisor

Members not in attendance:

Chris Barrett
Judd Mellinger-Blouch
Camille Bigles-Quirin

1. Approval of Summary Minutes

Motion: Andrea Abruzzo, 2nd; Julie Neal – Minutes approved

2. New Online Submission Form

Share Point is the new online submission form that will replace the current Form Router platform. Share Point is a software package that is already in-house so there is no extra cost. By not renewing Form Router we are saving the district \$2250.

Key features of Share Point:

- One submission button instead of two
- Additional drop down options added
- Automatic routing of message to the appropriate administrator
- Notifications to the administration & board
- Ability to catalog and track submissions
- Works across all web browsers and platforms, including MAC
- Accepts up to 4 attachments
- Creates staff contact record and documentation of notes
- Board members can log in to view history of follow-up

Because Share Point will automatically notify all Board members upon submission of an online form, we will phase out the dtsdsb@hershey.k12.pa.us email so as to prevent submissions outside of the new tracking database. We will make sure that this is communicated effectively and it was suggested to have a default message upon sending any correspondence to the dtsdsb email such as "this email is no longer in use, please visit the district website and complete the new online community correspondence tool which all board members will receive upon submission." (much like an "out of office" reply).

3. District Communications

There was a lengthy discussion about the effectiveness of the districts communication to students, parents & the community.

Goals to for 2014-15:

Develop a district mobile app

Trojan Quest – more frequent use as reminders of upcoming events, changes, noteworthy items, etc...

The Sun – monthly column from Superintendent whether it's an article from administration, update on upcoming events, highlight of district event, etc.... we need to begin utilizing this form of communication in the community

Board Meeting minutes being sent out to all staff to keep abreast of what is being discussed at meetings (already being done)

4. Upcoming Community Engagement Opportunities

4.1 Under the Stadium Sky - Saturday, September 20 beginning @ 2 p.m. at Hersheypark Stadium

4.2 Drugs 101: September 24, 2014 at 6:30 - Penn State Hershey Childrens' Hospital

4.3 Motivational Speaker Craig Dietz - October 14, Heshey High School evening program

4.4 Java with Joe: October 28, 2014, January 7, 2015, March 19, 2015, May 28, 2015

4.5 Business Leaders Breakfast: November 18, 2014 8:00 - 9:30 a.m. - Hershey Middle School Cafeteria

5. Public Comment

None

6. Upcoming Meeting Dates:

Thursday, October 16, 2014

Thursday, November 20, 2014