

PUBLIC RELATIONS SUBCOMMITTEE MINUTES

Sanborn Regional School Board

Sanborn Regional High School Room 137

Friday, September 22nd, 2017

1. Meeting Called to order: 1:30pm
 - a. Attendance:
 - i. Chair: Taryn Lytle
 - ii. Members: Corey A. Masson, Peter Broderick
 - iii. District Representation: Supt. Tom Ambrose

 - b. There was one handout - Public Relations Committee Update (press release draft)

2. Survey
 - a. Responses as of the time of the Public Relations Subcommittee Meeting
 - i. 270 Total Submissions

 - b. Submissions Percentage Broken Down
 - i. 42% - Parent
 - ii. 23% - Community Members other than a Parent / Guardian
 - iii. 21% - Teachers
 - iv. 9% - Others

 - c. Submission Demographics Broken Down by Community
 - i. Newton: 50 %
 - ii. Kingston: 42%
 - iii. Fremont: 8%

 - d. Submission by Sanborn Regional School District Staff Members
 - i. 37% ESE
 - ii. 26% HS
 - iii. 20% MS
 - iv. 15% District Wide Staff

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3. About Public Relations

- a. The Public Relations Subcommittee briefly engaged about the purpose and it's impact.
- b. There was discussions on how to bring information to:
 - i. The Community
 - ii. The School Board

4. Engagement Opportunities with all Stakeholders

a. Superintendent

- i. Coffee Hour with Mr. Ambrose
 1. Tom indicated that the Attendance has been light
 2. Tom has also scheduled one during the Middle School Open House

b. Students

- i. Led Pledge of Allegiance
 1. Accompanied by the Parent
 2. Accompanied by the Teacher
 3. Something about the Student
 4. Letter / Award
- ii. Life of a Student Videos
- iii. Student Schedule
 1. Corey and Tom will engage and develop a schedule of Student Events
 - a. To attend at the School Board
 - b. To post to the Public

c. Staff

- i. Tom will engage with the leadership of ways to introduce Staff stories of:
 1. Success
 2. Engagement
 3. Impact

5. Press Release

- a. Taryn created a rough draft of a Public Relations Press Release to submit to the community.
- b. A few changes were discussed and taken note by Taryn

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6. Action Items

a. Corey

- i. Student Surveys
 1. ESE
 2. Middle School
 3. High School (engage with Abigail Parrot)
- ii. Pledge Form by Wednesday September 27th, 2017
- iii. Student Success Message Schedule

b. Taryn

- i. Public Relations Statement for the School Board Meeting
- ii. Public Relations Press Release
 1. Edit
 2. Submit to the Carriage Town

7. Next Meeting

- a. October 20th @ 12:30pm