



Jordan School District #717
Communication Committee Minutes

Thursday, July 31, 2014 at 5:30 PM
Communication Committee
Jordan Public Schools
500 Sunset Drive; Suite 3
Jordan, MN 55352

1. Review 2013-2014 Communication Plan and Construct 2014-2015 Communication Plan
2. Review rendering of Strategic Plan Poster and Discuss Board and Administrative Reports as it relates to the Strategic Plan
3. Discuss School Website and Social Media Use
4. Discuss Key Messaging for District
5. Discuss Construction Marketing and District Theme of "Building for the Future"
6. Other Items
7. Adjourn

School Board Clerk

Date

Communication Plan 2013-2014

The goal of the Communication plan is to promote community, staff and parental interaction (along with the Board) to ensure that all people have accurate and complete information about issues regarding our school district.

1. The Meet and Confer committee will meet on 10/09/2013, 1/15/2014 and 4/16/2014 at 4:00 p.m.
2. In addition to Meet and Confer, Board members will go to each building at least one time during the school year for an informal “meet and greet” with staff (rolls provided), for a total of 3 additional meetings. The dates are: 11/04/13 at the middle school, 1/20/2014 at the elementary school and 3/31/2014 at the high school. These are workshop days and Board members will arrive at 7:15 in order to serve coffee and rolls.
3. Attend the staff breakfasts on the opening and last days of the school year. Board members are also expected to attend graduation in order to promote positive community relations.
4. Continue to send meeting notes to all staff (and the JI) on the day after each Board meeting (this will be rotated among Board members).
5. Communications Committee will continue to submit articles to the Journalist to describe what the Board has done in the previous months. Deadlines are 11/01/13 for winter, and 1/31/14 for spring/summer and 7/01/14 for fall.
6. Continue to have a student volunteer run the camera at each Board meeting, to ensure that people can be heard and seen on tape.
7. Place posters that list the board goals in each of the district buildings (so that parents, staff, students and anyone who enters the building are aware of the goals we have set).
8. The Communications Committee will have an annual meeting with Jordan Independent staff to continue to build a positive relationship with the newspaper staff. We would like to especially address the issue of having school updates provide information regarding what is currently going on in the school.

9. The Superintendent will provide the Board with a weekly update via e-mail that encompasses updates from the administrators.
10. The Board will conduct a minimum of one Town Hall meeting per year, so that community members can ask questions, propose solutions and voice opinions.
11. The Communications Committee will develop a survey to be sent to MASA to determine how social media is used in other districts and what policies are in place.



Communication Plan 2014-2015

The goal of the Communication plan is to promote community, staff and parental interaction (along with the Board) to ensure that all people have accurate and complete information about issues regarding our school district.

1. The Meet and Confer committee will meet on 10/08/2014, 1/14/2015 and 4/15/2015 at 3:30 p.m.
2. In addition to Meet and Confer, Board members will go to each building at least one time during the school year for an informal “meet and greet” with staff (rolls provided), for a total of 3 additional meetings. The dates are: 10/27/14 at the middle school, 1/19/2015 at the elementary school and 3/20/2015 at the high school. These are workshop days and Board members will arrive at 7:15 in order to serve coffee and rolls.
3. Attend the staff luncheon on 8/19/14 and breakfast on 5/22/15 representing the opening and last days of the school year. Board members are also expected to attend graduation on 5/23/15 at 8:00 PM in order to promote positive community relations.
4. Continue to send meeting notes to all staff (and the JI) on the day after each Board meeting (this will be rotated among Board members).
5. Communications Committee will continue to submit articles to the Journalist to describe what the Board has done in the previous months. Deadlines are 11/01/14 for winter, and 1/31/15 for spring/summer and 7/01/15 for fall.
6. Continue to have a student volunteer run the camera at each Board meeting, to ensure that people can be heard and seen on tape.

7. Place posters that list the District's Strategic Roadmap in each of the district buildings (so that parents, staff, students and anyone who enters the building are aware of the goals we have set).
8. The Communications Committee will have an annual meeting with Jordan Independent staff to continue to build a positive relationship with the newspaper staff. We would like to especially address the issue of having school updates provide information regarding what is currently going on in the school.
9. The Superintendent will provide the Board with a weekly update via e-mail that encompasses updates from the administrators.
10. The Board will conduct a minimum of one Town Hall meeting per year, so that community members can ask questions, propose solutions and voice opinions. Should we schedule this?
11. The Communications Committee will develop a survey to be sent to MASA to determine how social media is used in other districts and what policies are in place. – Delete?

JORDAN PUBLIC SCHOOLS STRATEGIC ROADMAP

MISSION

Jordan Public Schools will:



Inspire a caring community to ignite learning, innovation, and success for all

VISION

Jordan Public Schools will:



- Help students attain high academic achievement
- Provide a safe, collaborative and innovative culture and environment in which to learn and work
- Be fiscally responsible and maintain quality facilities
- Engage with all stakeholders in an intentional and effective manner



Excellence

Relentless and intentional effort in continuous improvement



Integrity

Doing the right things at all times with honesty, trust and respect



Expectations

Setting a high bar for myself and others in learning, behavior, commitment and service



Innovation

Finding courageous ways to excel through research and action



CORE VALUES

Collaboration

Working in partnership for shared goals



Respect

Showing pride in who we are and celebrating our differences

STRATEGIC DIRECTION

Jordan Public Schools will:



- Improve Student Achievement, Learning and Career and College Readiness
- Provide a safe and collaborative culture in which to learn and work
- Manage Resources (Human, Financial and Physical)
- Improve Community Connection, Satisfaction, and Engagement
- Integrate data-informed instruction, assessment and learning as a core competency in every classroom