

IOWA CITY COMMUNITY SCHOOL DISTRICT

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MEETING OF THE COMMUNICATION COMMITTEE IOWA CITY COMMUNITY SCHOOL DISTRICT BOARD OF DIRECTORS

Friday, November 6, 2009 3:00 p.m.

Pearson

2510 N Dodge St, Iowa City, IA
Iowa City, IA 52245

Minutes

I. Review Communication Committee Charter

Committee Recommendations:

The CC reviewed the CC Charter and Directors' input to help guide discussion and decision-making.

II. Improvement of Board Communication with Stakeholders and Community Members

Committee Recommendations:

1. Change the structure of the twice per month regular Board meetings.

The CC recommends that the first regular meeting of the month include Consent Items, Board Agenda, and MIS Reports. The second meeting would include Consent Items and a Work Session (or an alternating schedule if particular reports are mandated by the State off of this proposed schedule.

A timeline associated with this recommendation would involve key points of reports being provided by Thursday to be included in the proposed Press Advisory. The Board packet, traditionally delivered on Friday's, for the subsequent meeting would include the full report. The presentations of the MIS reports would be given in an executive summary format of between 5-10 minutes at the first meeting of the month (or the alternating meeting that includes MIS Reports).

The rationale and possible benefits of this recommendation include:

- Improved communication and public deliberation between Directors;
- Improved communication with the public;
- When no items are scheduled for the Work Session, Board Committees could meet during that already blocked time (with 24

hours public notice); and,

- Providing Executive Summaries during the first meeting of the month (or alternating meetings) allows the Board to put the Report on the subsequent Work Session meeting if the Board determines that more discussion is necessary.

2. The Board President shall schedule quarterly meetings with the Mayors of the ICCSD local governmental entities.

The rationale and possible benefits of this recommendation include:

- Improved communication between the Board and ICCSD local governments; and,
- Improved communication with the community through these governmental entities.

3. Individual Directors shall provide their calendars to the public at their discretion.

The rationale and possible benefits of this recommendation include:

- Improved communication with public about Director activities; and,
- Supporting the individual initiative of Directors independent of their Board responsibilities and expectations.

III. Development of Board Media Communication Plan

Committee Recommendations:

4. The CC recommends developing a media relations and communications plan that includes schedule for media contacts.

The timeline for media contact would involve the Executive Team setting the agenda on Thursday and preparing a Press Advisory for dissemination to Directors by Thursday evening. The Press Advisory would include key points of reports, Board meeting or Work session items of the subsequent meetings. Any Director questions related to the Press Advisory would be directed to the person responsible for the report or the Executive Team by Friday. The Press Advisory would be distributed to media outlets on Friday. The Press Advisory will include notice of a joint press conference on Wednesday that includes the Board President, or Board Designee, and the Superintendent. The Wednesday Press Conference would offer an opportunity for the District to present and clarify any decisions made or discussions by the Board during the previous Board meeting.

5. The CC recommends the Board add a media training to the next Board Retreat as a way to support the Board's Development Goal and improve communication with the public.

IV. Development of Board of Directors Website Management Plan

Committee Recommendations:

No discussion. Item deferred to subsequent meeting.

V. Communication Committee Meeting Schedule

Committee Recommendations:

6. The CC recommends that CC schedule meetings for the first Monday of every month.

Next Communication Committee Meeting – 7pm, December 7, 2009; location TBA.