



Stephen F. Murley
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**BOARD OF DIRECTORS
COMMUNICATIONS COMMITTEE
MONDAY, SEPTEMBER 20, 2010 – 7:00PM
IOWA CITY PUBLIC LIBRARY MEETING ROOM C**

Members Present: Michael Shaw & Stephen Murley
Members Absent: Mike Cooper & Sarah Swisher
Also Present: Kim Colvin & Kenny Funk

I. Internal & External Communications

- Comprehensive Stakeholder Perception Management Solution

Murley reported on K-12 Insight, stakeholder perception management for school boards and superintendents. K-12 Insight provides an innovative and comprehensive solution to continuously nurture stakeholder relationships. With a contract we are allotted access to unlimited use of 200 surveys and customer support in setting up surveys. A three day turn around from the close of the survey provides fast results. K-12 Insight also provides data analysis and maintenance to the contact database, which they develop, of contacts to survey. They will conduct an audit in the district to see who does survey and what for in order to streamline surveys so they are not redundant. The annual fee is on a per pupil basis of approximately \$3 per student and resources will be reallocated so new funds are not required. The plan is to survey teachers and administrative staff about the start of this school year for a baseline to monitor progress.

The committee discussed School Dude as a communications tool. It was reported that perhaps School Dude was not being used to its full potential. The committee discussed revisiting the intent and use of the School Dude program.

II. Community Relations Coordinator

Murley reported that Jim Pedersen, Director of Human Resources, is working on a job description for the Community Relations Coordinator position and hopes to post the position in mid October. The position will be a half time position and the District will work with groups such as ICAD and Chamber of Commerce to get the word out about the job opportunity. The goal is to have the position start the first of January. Superintendent Murley indicated that the District will be able to fund this effort without impacting spending authority or adding to the District's expenses.

III. Next Meeting

The next committee meeting will be held on November 1, 2010 at 7:00pm at the Iowa City Public Library. Agenda items include:

- Approve September 20, 2010 meeting minutes
- District Calendars
- Distinction between committees, study groups, etc.
- Website (communications)
- Community Relations Coordinator update
- Scheduling Meetings
- Agenda Setting

The meeting adjourned at 8:25pm.