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MEETING OF THE COMMUNICATION COMMITTEE
IOWA CITY COMMUNITY SCHOOL DISTRICT BOARD OF DIRECTORS
509S. DUBUQUE STREET, IOWA CITY, IA 52240
2ND FLOOR CONFERENCE ROOM
TUESDAY, NOVEMBER 22, 2010 4:00 PM

- I. Call meeting to order 4:05 p.m. by Sara Swisher, who served as the meeting facilitator
Present: Michael Shaw (teleconference), Sara Swisher, Ann Feldmann, Stephen Murley
- II. Approve October 26, 2010 minutes
Moved Shaw/Second Swisher/ approved to accept October 26, 2010 minutes
- III. Review Committee Charge
Committee discussed the decision-making process for bringing items to the board. It was determined that the committee charge will be tabled until after working with Mr. Hyatt, the board's governance consultant.
- IV. Board Linkage
Director Swisher shared and the committee discussed research regarding linkage. The committee worked to clarify who are the owners and stakeholders of the district so that a communications plan may be developed.

Owners of the district, the people who have the authority to influence the board's actions, are eligible voters. There are direct beneficiaries of the district (students) and stakeholders (e.g. donors, staff, volunteers, parents, vendors, board members, federal and state legislators). There will be linkages or communication techniques employed with the purpose of communicating with stakeholders. These communications pieces will be both passive and active. The superintendent, who would work with the communications director, will be charged with providing communication to and from stakeholders regarding the operations of the district. The Communications Committee is charged with responsible to convey the Board's work in governing the district.

The committee determined to ask Superintendent Murley to work with K12 Insight (district's two-way communication consultant) and the Community Relations Coordinator to further identify sub groups of stakeholders with whom we must work to communicate. Also, issues both short and long-term, that need to be shared or heard will be strategically identified and developed. One goal of communications is to develop trust capital with stakeholders.

One method of board linkage is to allow periodic open forums for stakeholders to share their ideas, thoughts, frustrations, and kudos.

- V. Agenda Setting. The November 23, 2010, agenda has been posted and set.
- VI. Committee adjourned at 5:15 p.m.

Next meeting: Tuesday, November 23, 5:30