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**MEETING OF THE COMMUNICATIONS COMMITTEE
IOWA CITY COMMUNITY SCHOOL DISTRICT
509 S. DUBUQUE STREET, IOWA CITY, IA 52240
MONDAY, MAY 23, 2011
3RD FLOOR CONFERENCE ROOM @ 6:00pm
MINUTES**

Call to order: 6:00pm

Members present: Mike Cooper, Michael Shaw, Sarah Swisher, Stephen Murley, and Kate Moreland.

Approve Minutes of the February 22, 2011 Meeting

Cooper asked that the minutes be corrected under Transparency of IABS to state they “are” transparent. Minutes were approved with the suggested correction.

Board Goals & ICCSD Vision

The committee discussed Board goals and vision and the need for a strategy on communicating each goal. Once the Board determines the goals and vision the Communications Committee will work to develop better communication with the public. The committee also discussed Board Goals and what committee each goal should fall under.

Budget Goal – Finance Committee
Ends Policy Goal – Governance Committee
Board Professional Development Goal – Executive Cabinet
Monitoring Goal – Governance (MIS process)
Facility Capacity – maximize space
Communications Committee Goal – Build partnerships

Strategic Plan Around Community Engagement

The committee discussed the community engagement process and the importance of proactive communications especially on the budget issue. The committee discussed community education on the budget and the possibility of a panel discussion that could run on the local cable channel so the community could hear more about the budgeting process. They also discussed the possibility of putting a good budget video on the website. A video on school finance from Larry Siegel was suggested. Murley indicated a contact at UNI, David Else, might have some contacts on communicating budget. Administration agreed to check on how to better communicate the budget process to the community and stakeholders. Murley and Moreland will provide the Board with some ideas.

The Communications Committee would like to recognize a volunteer at each Board meeting. Moreland will look into a Board commendation process for the Board to consider.

The meeting adjourned at 8:00pm.