



Stephen F. Murley
Superintendent
(319) 688-1000
(319) 688-1009 Fax

509 S. Dubuque Street
Iowa City, IA 52240

MEETING OF THE COMMUNICATIONS COMMITTEE
IOWA CITY COMMUNITY SCHOOL DISTRICT
509 S. DUBUQUE STREET, IOWA CITY, IA 52240
TUESDAY, FEBRUARY 22, 2011
3RD FLOOR CONFERENCE ROOM @ 5:30pm
MINUTES

Call to order: 5:30pm

Members present: Mike Cooper, Michael Shaw, Kate Moreland, David Dude
Members Absent: Sarah Swisher

Introduce Kate Moreland & David Dude

Kate Moreland, Community Relations Coordinator, and David Dude, Director of Information Services, were introduced. The committee discussed how the Board and the Communications Committee will work with Moreland and Dude.

Swisher arrived at 5:54pm.

Moreland stated she has done research on a national level for tips on Boards and communication. She stated it is better to be proactive rather than reactive and that it is important to speak with one voice. She shared some ideas she has including a follow up press release the day after Board meetings. She reported that she is revising the Communicator, a district internal communication link, which will now be sent to Board members to keep them in the internal loop as well. Moreland stated she would also look to the Board for ways she can help them.

The committee discussed the district web page and the importance of keeping it updated with current information that is easy to find. Dude reported he is working with Moreland to redesign the district web page. Along with the redesign the intent is for each page to have an owner who will be responsible to access and update their page themselves. Dude reported he is also working with Moreland to develop a district event calendar to be posted on the web page.

Cooper reported on an outreach program that the Des Moines Board implemented. The program is designed to make certain there is Board representation at all functions. Each Board member is assigned to certain schools and each school knows who the Board contact is for their building. The committee discussed implementing the program in our district. Moreland volunteered to send an invitation to Board members seeking interest in participating.

New School Name Norman Borlaug

The committee discussed ways to publicize the new school to the community. Swisher shared the idea of airing an existing video of Norman Borlaug's life on Channel 21. Moreland and Dude will look into obtaining a copy of the video. Cooper stated there is a conference room at the Coralville Marriott named after Borlaug and there is a display of photos and information on Borlaug. Moreland will work with the manager of the Marriott to see if it is possible to obtain a replica of the display for the new school. Moreland will also work with Celeste Shoppa, Borlaug Elementary Principal, to see if she has any ideas or plans for the building and look to see if art work to honor Norman Borlaug can be obtained as well.

Transparency of IASB

The committee discussed its role in monitoring the transparency of IASB and recommendations related to membership. Cooper stated that although everyone is concerned he isn't sure it is the role of the committee but more of the Board. Swisher stated the Board made a commitment to the community to ask for transparency from IASB. Cooper stated there is representation on the committee as Patti Fields serves on that committee and we should look to her make sure they are transparent. Shaw asked if this is a discussion for the Board. Shaw will share this information at the next Board meeting in the committee report and ask the Board if they share the concern and what the Board as a whole would like to do about it. It could be referred back to the Communication Committee.

Communication Strategic Plan

This was deferred to the next meeting.

Pre-School Education and Allowable Growth

The committee discussed how to communicate with key stakeholders about our legislative priorities. They discussed the teachers union and the Board being on the same page with these issues and how the teachers union is a fundamental partner in the message. They discussed working with teachers union to collaborate our message. Shaw reported the intent for the trip to Des Moines last week was to go with ICEA as one voice but at the last minute no one from ICEA was able to go. Swisher suggested each Board member pick a week and write a letter to the editor. Moreland stated this is a perfect opportunity for the Board to present as one voice and write a letter speaking as a whole. The committee is in favor of producing a statement with unity to Legislators.

Agenda Setting

- Norman Borlaug video/art update
- Communication Strategic Plan
- Approval Minutes
- Broadcasting of School Board Meeting/ Effective media

Adjourned: 6:48pm

I.