



Iowa City Community School District

Educational Services Center

Stephen F. Murley Superintendent of Schools

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**MEETING OF THE COMMUNICATIONS COMMITTEE
IOWA CITY COMMUNITY SCHOOL DISTRICT
509 S. DUBUQUE STREET, IOWA CITY, IA 52240
8:00am - MONDAY, OCTOBER 17, 2011
BACK OF BOARD ROOM
MINUTES**

Members present: Karla Cook, Sally Hoelscher, and Jeff McGinness

Also Present: Kate Moreland & Kim Colvin

Call to order: 8:05am

September 6, 2011 Minutes

The minutes of the September 6, 2011 Communications Committee were reviewed. As none of the current members were on the committee at that time they did not feel comfortable approving them.

Finance Communication

Moreland stated the finance communication document was complete and is posted on the website. Frequently asked questions were added and will continue to be added as they come up. She stated a busing piece has been recently added.

The fund summary chart found in the Board handbook was reviewed and Cook stated she has a few categories she would like to see added to the chart. Moreland will obtain a copy of the chart from Dorau. Cook will follow up with the Finance Committee that she is part of as the document should be updated monthly with balances. Cook stated she would like to see the chart added to the website. The committee discussed the benefits of being proactive with information as opposed to being reactive.

The committee discussed the finance brochure that the district is looking to have recreated. They agreed that an education piece on unspent balance would be a beneficial addition to the brochure. The brochure would be added to the website when complete. The committee would like to see the video from Larry Siegel added to the website as well. The committee inquired as to where else, other than the website, the district puts information for public consumption. Moreland stated there is a district blog. Cook inquired if information could be put in the newspaper. Moreland stated she has a meeting on Wednesday with Tricia Brown from the Press Citizen where she intends to discuss changing the school page that runs once a week to better utilize the space with more information. The committee discussed the need for a process for submitting items for publication and agreed it would be nice if the Board could have a section of the page. They agreed this could be beneficial in being proactive as there are times of the year that items should be talked about in advance of them happening.

Communication Strategic Plan

The committee agreed it makes more sense to set the Board goals first and then do the strategic plan. Hoelscher asked the committee to be prepared to spend the next meeting looking at the strategic plan.

Volunteer Recognition at Board Meetings

At the May 23, 2011 meeting the committee discussed volunteer recognition at Board meetings. Moreland stated she attended a recent City Council meeting where ICCSD students were recognized for citizenship. Each school has a certain meeting they are recognized at. She stated it starts the meeting out in a very positive manner. The committee discussed recognizing volunteers at Board meetings. Principals could nominate volunteers to be recognized and one or two schools could be recognized at each meeting to ensure all buildings were covered in a school year. Moreland shared a possible nomination form to use. The committee will make the recommendation for the recognition program at the Board meeting and if the Board agrees they can set up a schedule and put the program in place. Certificates would be given to each person recognized.

Board Goals

The committee discussed developing goals that would not change year to year but the tasks for those goals would. A common concern heard at forums was that people cannot get information. The committee reviewed the committee charter and discussed ways for goals to reflect the committee charter. The committee came up with two goals:

1. We will insure the accessibility and comprehensibility of all pertinent documents and information to the stakeholders of the Iowa City Community School District.
2. We will facilitate open, meaningful, positive, and transparent communication with the Iowa City Community School District stakeholders.

Community Engagement

Hoelscher expressed the need to wait on the strategic plan to get more specific with community engagement. She would like to defer this item and asked the committee to come up with ideas so they are ready to be discussed. The committee talked about possibly holding listening posts to see how they go. A press release could be made and Board members could rotate so that a few Board members attend each time.

Opportunities for Positive Press

McGinness expressed the need to be more proactive when things come up rather than always being reactive to them. Moreland discussed the need for a system for addressing items that come up and developing more than one way to communicate them. She stated she would bring more information back after her meeting with the Press Citizen.

Agenda Setting and Set Next Meeting

The next meeting will be held after the November 8, 2011 Board meeting, Hoelscher will send a Doodle calendar request to committee members regarding possible date to hold the meeting. The lone agenda item will be the communication strategic plan.

The meeting adjourned at 9:00am