

SMFCSD Communications Committee

*Dianne Willoughby, SMFCSD Coordinator of Community Services
Kristi Puls, Abbott Middle School PTA President*



January 16, 2020

Committee Purpose



Purpose:

To support the District goal of timely and accurate communication to all District constituents and to promote our schools.

Committee members raise issues, review systems and processes, consider best practices, and recommend strategies and tactics to achieve goals.

Communication Committee

MEMBERS

- Pam Bartfield – Director of Curriculum
 - Peter Cazanis – Director of Technology
 - Ken Chin – Board Member
 - Amy Connors – Parent
 - Jacqui Cooper – Teacher
 - John Cosmos – Bayside Principal
 - Stephanie Gibson – Enrollment Coordinator
 - Amanda Goll – Foster City Assistant Principal
 - Rebecca Hitchcock – Board Member
 - Gina Johnstone – Teacher
 - Kristi Puls – Parent
 - Joan Rosas – Superintendent
 - Dianne Willoughby – Coordinator of Community Services
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Meeting Dates January–June, 2020

January 15
February 5
March 4
April 2
May 13
June 10



Committee Focus & Goals



Goals 2018-2019

Focus: School-to-Home
Communication

Goal #1 – Consistent messaging
practices across all schools

Goal #2 – Ensure teachers have
functioning systems and training

Goal #3 – Ensure websites are up-to-
date and marketing/ showcasing our
schools, being fully utilized

Committee Focus & Goals



Goals 2019-2020

Goal #1 – Ensure websites are up-to-date and marketing / showcasing our schools.

Goal #2 – Build communication capacity through training on websites and School Messenger

Goal #3 – Pursue Marketing Opportunities

- Third Party Sites
- Community Events / Ribbon Cuttings
- School Brochures

Work Completed This Year

Organization

- Reinitiated Committee and held three meetings
- Completed survey of principal and other DO leaders focused on need related to:
 - Websites
 - School Messenger
 - School to home communication

Capacity Building

- Scheduled website training, February and March
 - School Site Webmasters
 - District Office Webmasters
- Scheduled School Messenger Beginner and Experienced User Training sessions January through March

Websites

- Completed 13 school website audits
- Completed District Office website audit

Next Steps

Capacity Building

- Host training events through March 2020
- Update guidelines and best practices for website updates and community communications

Websites

- Complete website audits
- Facilitate update with school site and District Office webmasters
- Develop model for ongoing updates
- Plan for 2020 - 2021

Marketing

- Develop marketing goals and evaluate options
- Identify team to plan community events to celebrate new facilities