

# 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.

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# 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

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# Committee Focus & Goals



## Goals 2019-2020

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**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