



NOTICE OF MEETING

Communication Committee Agenda

Leverage strategic communication tools to build and enhance relationships with all stakeholder groups, increase our presence in the community, and share our stories.

DATE: Thursday, September 27, 2018

TIME: 2:00 p.m.

LOCATION: KOLAK EDUCATION CENTER
Superintendent's Conference Room 106
1633 Keeler Avenue
Beloit, WI 53511

COMMITTEE MEMBERS: David Wilson, Ana Kelly, Megge Casique, Deanne Arp, LaMikka James and Hanna Martin-McArron

ADMINISTRATIVE LIAISON: Brian Vissars, Public Information Officer

AGENDA

1. Call to Order
2. Approval of the Agenda
3. Knight News, monthly newsletter
4. 2-page Data Document
5. Communications Plan update
6. Social Media posts & Communications to date
7. Community Partnerships
8. Frequency of Future Meeting Dates, Times and Locations
9. Future Agenda Items
10. Adjournment

Posted: September 25, 2018



I. BASIC INFORMATION

Topic or Concern: District Communications-Knight News newsletter

Which area(s) of the Strategic Plan does this support? Communication

Your Name and Title: David Wilson, Chair Communication Committee

Others assisting you in the presentation: Brian Vissers, Public Information Officer

My report is for: Knight News newsletter

II. TOPICAL INFORMATION

A. What is the purpose of presenting this to the Communication Committee?

To inform the School Board and public that we will be offering a month newsletter called Knight News.

B. What information must the Communication Committee have to understand the topic/concern and provide any requested action?

No action is requested at this time, this is just for informational purposes.

C. If you are seeking Communication Committee action, what is the rationale for your recommendation?

No action is needed at this time.

D. What are your conclusions?

This is a new means of communicating our School District of Beloit information to all stakeholders.

MOTION: No motion needed.

Please indicate if you are using an Existing Budget, requesting Fund Balance Monies or placement on the Budget Priority List: current budget

Long Term Committed Funds? No

BUDGET LOCATION: 808 Public Information Office/Community Relations

FISCAL IMPACT: No additional cost for this training.



I. BASIC INFORMATION

Topic or Concern: District Communications-2 page data document

Which area(s) of the Strategic Plan does this support? Communication

Your Name and Title: David Wilson, Chair Communication Committee

Others assisting you in the presentation: Brian Vissers, Public Information Officer

My report is for: New 2 page SDB data document

II. TOPICAL INFORMATION

A. What is the purpose of presenting this to the Communication Committee?

To inform the School Board and public that we will be offering a new 2 page data and statistics document for PR use.

B. What information must the Communication Committee have to understand the topic/concern and provide any requested action?

No action is requested at this time this is just for informational purposes.

C. If you are seeking Communication Committee action, what is the rationale for your recommendation?

No action is needed at this time.

D. What are your conclusions?

This is a new means of communicating our School District of Beloit information to all stakeholders.

MOTION: No motion needed.

Please indicate if you are using an Existing Budget, requesting Fund Balance Monies or placement on the Budget Priority List: current budget

Long Term Committed Funds? No

BUDGET LOCATION: 808 Public Information Office/Community Relations

FISCAL IMPACT: No additional cost for this training.



School District of Beloit Communication Report

September 27, 2018

I. BASIC INFORMATION

Topic or Concern: District Communications-Communications Plan

Which area(s) of the Strategic Plan does this support? Communication

Your Name and Title: David Wilson, Chair Communication Committee

Others assisting you in the presentation: Brian Vissers, Public Information Officer

My report is for: District Communications Plan

II. TOPICAL INFORMATION

A. What is the purpose of presenting this to the Communication Committee?

To inform the School Board and public that we will be working on a Communications Plan for the School District of Beloit.

B. What information must the Communication Committee have to understand the topic/concern and provide any requested action?

No action is requested at this time this is just for informational purposes.

C. If you are seeking Communication Committee action, what is the rationale for your recommendation?

No action is needed at this time.

D. What are your conclusions?

This is a new Communications Plan for the School District of Beloit

MOTION: No motion needed.

Please indicate if you are using an Existing Budget, requesting Fund Balance Monies or placement on the Budget Priority List: current budget

Long Term Committed Funds? No

BUDGET LOCATION: 808 Public Information Office/Community Relations

FISCAL IMPACT: No additional cost for this training.



School District of Beloit Communication Report

September 27, 2018

I. BASIC INFORMATION

Topic or Concern: District Social Media Posts/Communication

Which area(s) of the Strategic Plan does this support? Communication

Your Name and Title: David Wilson, Chair Communication Committee

Others assisting you in the presentation: Brian Vissers, Public Information Officer

My report is for: Social Media Activity/Communications

II. TOPICAL INFORMATION

A. What is the purpose of presenting this to the Communication Committee?

To inform the School Board and public how we have been using our social media channels to communicate positive news about the School District of Beloit.

B. What information must the Communication Committee have to understand the topic/concern and provide any requested action?

No action is requested at this time this is just for informational purposes.

C. If you are seeking Communication Committee action, what is the rationale for your recommendation?

No action is needed at this time.

D. What are your conclusions?

Social Media posts and communication for the School District of Beloit

MOTION: No motion needed.

Please indicate if you are using an Existing Budget, requesting Fund Balance Monies or placement on the Budget Priority List: current budget

Long Term Committed Funds? No

BUDGET LOCATION: 808 Public Information Office/Community Relations

FISCAL IMPACT: No additional cost for this training.



School District of Beloit Communication Report

September 27, 2018

I. BASIC INFORMATION

Topic or Concern: Community Partners

Which area(s) of the Strategic Plan does this support? Communication

Your Name and Title: David Wilson, Chair Communication Committee

Others assisting you in the presentation: Brian Vissers, Public Information Officer

My report is for: Community Partners Update

II. TOPICAL INFORMATION

A. What is the purpose of presenting this to the Communication Committee?

To inform the School Board and public on our community partners and what is the latest with these.

B. What information must the Communication Committee have to understand the topic/concern and provide any requested action?

No action is requested at this time this is just for informational purposes.

C. If you are seeking Communication Committee action, what is the rationale for your recommendation?

No action is needed at this time.

D. What are your conclusions?

Discussion on our Community Partnerships, etc.

MOTION: No motion needed.

Please indicate if you are using an Existing Budget, requesting Fund Balance Monies or placement on the Budget Priority List: current budget

Long Term Committed Funds? No

BUDGET LOCATION: 808 Public Information Office/Community Relations

FISCAL IMPACT: No additional cost for this training.