MILFORD EXEMPTED VILLAGE SCHOOL DISTRICT
COMMUNICATIONS COMMITTEE

MINUTES - JANUARY 22, 2020

MEMBERSHIP ATTENDANCE:

   Mrs. Andrea Brady
   Mrs. Emily Chesnut
   Mrs. Nancy House
   Mrs. Wendy Planicka

GUESTS IN ATTENDANCE:

   Mr. Dave Meranda

INFORMATIONAL ITEMS:

1. Publications
   a. Milford Matters mailer - multi-page mailer being sent to all district residents in February
   b. Publications calendar - reviewed proposed publications calendar
      i. Milford Matters multi-page mailer - February
      ii. Milford Matters oversize postcard mailer - March
      iii. Milford Matters oversize postcard mailer - late May/early June
      iv. Milford Matters oversize postcard mailer - back to school edition

2. Internal Communications
   a. Eagle Express staff newsletter - district staff monthly e-newsletter

3. External Communications
   a. E-newsletter reformatted - the e-newsletter sent to parents (and about 250 members who have signed up to receive it) was reformatted and work continues to make the newsletter more readable and user-friendly
   b. Board Highlights - Board highlights will no longer be sent out since the Board meetings are videotaped and the minutes are available after each meeting

4. Social Media, Website, Media Relations
   a. Reviewed social media post reach by the numbers
   b. ADA review - no current concerns for ADA on our website
c. Videos - continuing to build up our video archive on our YouTube channel

5. Upcoming Projects
   a. Realtor lunch - planned for May
   b. Reaching new residents - will mail welcome letter to all new residents
   c. Silver Eagles collaboration with Dan Yeager - will begin marketing campaign advertising the Silver Eagles card

6. Discussion items
   a. Funding timeline - possibly create a communication piece that details a funding timeline as it relates to how/when/if the district could receive funding from the state
   b. Attendance areas - possibly create/update communication pieces as they relate to attendance areas/maps
   c. Board of Education primer - possibly create a fact sheet that explains how Board of Education meetings work
   d. One page fact sheet - create a "quick facts" sheet for the district