

**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 oversized postcard mailer - March
 - iii. Milford Matters oversized postcard mailer - late May/early June
 - iv. Milford Matters oversized 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
 - d. Media relations - continuing to build relationship with local media
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