

MILFORD EXEMPTED VILLAGE SCHOOL DISTRICT COMMUNICATIONS COMMITTEE

Minutes - September 2, 2020

1. Communications:

- a. How we get the message out:
 - i. #1 - Email/voice/text #2 Facebook #3 Website #4 Answering questions
 - ii. Challenges/Successes
 - iii. COVID-19 Information Hub on website
 - 1. Infographics
 - 2. FAQ
 - iv. COVID-case reporting hub
 - v. Communication templates
- b. New Hires - photo/profile
- c. Weekly Newsletter
- d. Superintendent's Videos
- e. Website staff directory
- f. Mailed piece - Sept/Oct

2. Staff Training:

- a. Email etiquette/email signature
- b. Social Media
- c. Smore templates/newsletter formatting

3. Social Media

- a. District is first to release information
- b. Always direct back to district site/district page
- c. Directed ads to parents

4. Future Projects:

- a. Communication Advisory Group
 - i. Send names to Wendy
- b. State of the School District - January
- c. Financial communication piece