

RICE LAKE AREA SCHOOL DISTRICT
700 Augusta Street
Rice Lake, WI 54868

BOARD OF EDUCATION
PUBLIC RELATIONS COMMITTEE MEETING
BOE/ADM Office

Tuesday, June 7, 2016

9:00 a.m.

MEETING MINUTES

- I. **Call to Order:** The meeting was called to order at 9:02a.m.
- II. **Participants:** **Present:** Tami Alberg, Larry Brown, Josh Estreen, Doug Kucko, Bill Rademaker
Absent: Bert Richard, Seth Rowe, Isabelle Thurston
Others Present: NA
- III. **Statement of Notice Given:** Superintendent Larry Brown announced that notice of the meeting was communicated by public notice as required by 19.84 of WI statutes.
- IV. **Approve meeting minutes from Wednesday, May 18, 2016 [action]:** Josh Estreen and Tami Alberg motion to approve the meeting minutes from Wednesday, May 18, 2016. All present voting yes. Motion approved.
- V. **Update on Social Media Proposal:** Larry Brown shared the feedback he received from background checks on Falkner Social Media. The committee is recommending Falkner Social Media to the full board. Larry Brown agreed to meet with Scott Falkner to discuss this with him and will also contact Andrea Gribble of Social4EDU regarding the committee's decision. The committee will need to develop specifics of a contract to propose.

The committee then discussed the possibility of developing a Communications Specialist position which could potentially cover the social media duties as well as many other communications duties throughout the district. They would like to develop a job description to clarify the duties of this position. There was also discussion of the possibility of this position being combined with a technology office assistant. The district could possibly reallocate funds currently used for publishing documents in the newspaper, social media services, marketing consulting services, and other advertising, and use these funds for the Communications Specialist portion of the position.

A subcommittee consisting of Larry Brown, Randy Drost, Josh Estreen, Marty Helgeson, and Bill Rademaker will meet and work to develop a job description for a Communications Specialist position.

- VI. **Web Team Update:** Bill Rademaker provided an update on the development of the new district website. They are still on target for a soft launch in June. Various district staff will need to be trained on managing specific areas of the website. There will be continuous improvements as the website moves forward.

VII. Logo/Rebranding Subcommittee Update: The committee reviewed the results of the recent vote for a new logo. The vote was conducted for the feedback from students, staff and coaches. The majority of students voted for option #2 and the majority of staff and coaches voted for option #1. The committee agreed to view the votes by percentages versus the actual number of votes. They averaged the percentages of votes together, which would equal 52% for option #1 and 48% for option 2. The committee agreed to move forward with recommending option #1, which was created by Dave Johnson of Rice Lake. They will begin with sharing their recommendation of option #1 with the full board on Monday, June 13th and this will then be an action item for the full board on Monday, June 27th.

Larry Brown agreed to meet with Dave Johnson and let him know the recommendation of the committee. We will invite Dave to the next BOE Public Relations Committee meeting to discuss the details of his logo development and the possibility of incorporating a tagline along with the logo.

Doug Kucko recommended the board consider recognizing Dave for his work at an upcoming board meeting.

VIII. Marketing Plan Subcommittee Update: The committee is currently waiting for a marketing plan template from Jessica de la Cruz of Two Scoops Media. Larry will contact her to get the sample template and to thank her for her guidance with the BOE Public Relations Committee.

IX. Other: N/A

X. Next Meeting: The next BOE Public Relations Committee meeting is scheduled for Tuesday, June 28, 2016 at 8:30 a.m. in the Board Room at the administration office. This date/time could change to June 29th or 30th to accommodate Dave Johnson's schedule if needed.

XI. Adjourn: Tami Alberg and Josh Estreen motioned to adjourn the meeting. The meeting was adjourned at 9:54 a.m.

Minutes submitted by Colleen Kinziger.