

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

BOARD OF EDUCATION  
PUBLIC RELATIONS COMMITTEE MEETING  
Administration Office

Thursday, November 17, 2016  
5:00 p.m.  
MEETING MINUTES

- I. **Call to Order:** The meeting was called to order at 5:04 p.m.
- II. **Participants:** Present: Tami Alberg, Randy Drost, Josh Estreen, Scott Falkner, Doug Kucko, Bill Rademaker, Bert Richard, Isabelle Thurston  
Absent: NA  
Others Present: NA
- III. **Statement of Notice Given:** Superintendent Randy Drost announced that notice of the meeting was communicated by public notice as required by 19.84 of WI statutes.
- IV. **Approve meeting minutes from Thursday, October 13, 2016 [action]:** Joshua Estreen and Bill Rademaker motion to approve the meeting minutes from Thursday, October 13, 2016. All present voting yes. Motion approved.
- V. **Signage Update-Randy Drost:** Randy provided an update on where they are at with the signage throughout the district. He has not heard back from Brandon with Perfect Image. Randy reviewed the sign options and quotes received from Danny of Dynamic Designs. There were questions as to how well the material will hold up.

Randy also shared that Dave Johnson is currently designing banners to be placed in the high school gym. Randy discussed possible costs for signage with Patrick Blackaller and they felt \$10,000 is reasonable for new signs throughout the district.

- VI. **Marketing Plan Subcommittee Update-Randy Drost/Doug Kucko:** Randy shared that Dave Johnson would not be available for helping to develop a marketing plan.

Technology and Communication Specialist Scott Falkner reviewed the new radio ads currently running. He also reviewed revisions to the website and statistics from our paid Facebook advertising. Scott also hopes to have a clear definition for open enrollment which he can use for sharing with parents in the near future. The committee discussed the consolidation of the many Facebook pages throughout the district and how these could be handled. Some consolidating has taken place, but there is still work to do. The committee agreed to continue with the Facebook advertising.

Information Management Specialist Bill Rademaker reviewed a few different calendars being used throughout the district and how the calendars could be used versus information on Facebook.

Doug Kucko asked if we would need to revise our social media policy to address closed, private and other groups on Facebook when consolidating pages.

By consensus, the committee agreed to get started on a Marketing Plan. They discussed whether this should be done by the whole committee or if there would be a few members of the committee who could work on drafting a plan which would be reviewed by the committee on an annual basis. Josh Estreen shared how it might be a good idea to simply Google "School Marketing Plans" and work with the outlines provided. Bert Richard shared a few items to begin with when developing the plan, such as figuring out our purpose and goal; developing a calendar or timeline for when certain items take place; and develop a process to measure where we are at. Bill Rademaker also shared that Skyward can advertise and help with marketing for a fee, if we are interested in using Skyward.

Randy suggested having a subcommittee work to develop a marketing plan. The committee would possibly be: Randy Drost, Bert Richard, Scott Falkner and Isabelle Thurston.

- VII. District Brochure:** Randy reviewed the old school brochure and the newly designed brochure for committee feedback. The committee questioned whether it is necessary with our use of social media.
- VIII. Other:** NA
- IX. Next Meeting:** The next BOE Public Relations Committee meeting is scheduled for Thursday, January 12, 2017 at 5:00 p.m. in the Warrior Conference Room at Rice Lake High School.
- X. Adjourn:** Tami Alberg and Josh Estreen motioned to adjourn the meeting. The meeting was adjourned at 6:15 p.m.

Minutes submitted by Colleen Kinziger.