

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

BOARD OF EDUCATION
PUBLIC RELATIONS COMMITTEE MEETING
BOE/ADM Office

Tuesday, December 1, 2015

6:00 p.m.

MEETING MINUTES

- I. **Call to Order:** The meeting was called to order at 6:02 pm
- II. **Participants:** **Present:** Tami Alberg, Doug Kucko, Bill Rademaker, Seth Rowe, Isabelle Thurston, **Absent:** Larry Brown, Miriam Vavra
Others Present: Jessica de la Cruz, Two Scoops Media
- III. **Statement of Notice Given:** Colleen Kinziger on behalf of 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 Monday, November 16, 2015 [action]:** Tami Alberg and Seth Rowe motion to approve the meeting minutes from Monday, November 16, 2015. All present voting yes. Motion approved.
- V. **Logo/Rebranding Subcommittee Update-Jessica de la Cruz:** Jessica de la Cruz reviewed samples of logos/mascots from other school districts. There was discussion on whether all schools in the district should be referred to as the "Warriors"? Are the elementary schools still using their individual logos? Larry Brown was checking on this. Also, will Northern Lakes Regional Academy remain separate? Students attending NLRA also attend courses at the high school.

Isabelle Thurston requested to be added to the logo development sub-committee. By consensus, the group agreed we'd need to keep the district as the Warriors and continue from there.

The Logo/Rebranding sub-committee will meet on Thursday, December 10th at 5:00 p.m. in the Warrior Conference Room at the high school.
- VI. **Marketing Plan Subcommittee Update-Jessica de la Cruz:** The committee shared their thoughts on the SWOT analysis as a starting point for goals.

- **SWOT analysis:** The committee discussed and shared the following:

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| <p>Strengths:</p> <ul style="list-style-type: none"> - Academic offerings, AP courses, rigor, readiness, variety -Community support/partnerships -NLRA Charter School, Montessori Program -School to Work opportunities & Work Experience Program in the special needs area -WETEC/Pathways -Facilities -Laude System -High test scores -Big Rivers Conference (more of a challenge/improve quality competition & more opportunities) -Extra Curricular Opportunities | <p>Strengths (cont.):</p> <ul style="list-style-type: none"> --Internships -Student/Teacher ratio -Wellness clinic -Small class sizes (K-3) -Supportive board/staff relations -Good administration -Retail hub -Environmental Day & students volunteering in community -Connections (online learning options) -Family/student Access -Safe learning environment -Interventions/Extensions/ILA -Technology Education |
| <p>Weaknesses:</p> <ul style="list-style-type: none"> -No school issued devices -Staff not keeping up on technology -Lack of staff development on technology -Coordinated communication (lots of independent communication- outside/inside) -No dedicated communications for staff -No control over brand/message | <p>Weaknesses (cont.):</p> <ul style="list-style-type: none"> -Reduced interest in music? -Poorly promoted Ag program -Staff workplace bullying -Student bullying -lack luster website -lack of messaging/notoriety -no unified mascot |
| <p>Opportunities:</p> <ul style="list-style-type: none"> -Expanding Montessori (MS & HS) -Community partnerships/volunteering -Promotions/room for growth | |
| <p>Threats:</p> <ul style="list-style-type: none"> -Negative open enrollment situation -Perception our school is too big -Lack of personnel & financial resources -Economy, funding, local manufacturers -lack of teachers statewide | |

The Marketing Plan sub-committee is scheduled to meet on Tuesday, January 5th at 6:00 p.m. in the board room at the administration office.

- VII. Web Team Update-Jessica de la Cruz/Bill Rademaker:** Bill Rademaker gave an update on how RSchools could work with SharpSchool for the web design. The Web Team will begin working on the website development in January for final development in February. The website template will be decided by the committee. They are still in need of quality photos and will need to determine the information to be provided on the homepage and what type of menus will be used. The Web Team sub-committee will come to consensus on the details of the new website and will report back to the full Public Relations Committee.

The Web Team will meet again on Thursday, December 17th at 6:00 p.m. in the HS Warrior Conference Room.

- VIII. Other:** There will be a recap of the sub-committee meetings on the agenda for January 12th.

IX. Next Meeting: Tuesday, January 12, 2016 at 6:30 p.m. in the Board Room at the Administration Office.

X. Adjourn: Tami Alberg and Bill Rademaker motioned to adjourn the meeting. The meeting was adjourned at 7:44 p.m.

Minutes submitted by Colleen Kinziger.