

*“Dundee Elementary STUDENTS, through differentiated instruction, will LEARN the core standards, which will be measured with on-going assessments and supported by interventions.”*

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### **Communication Subcommittee Meeting #2**

Wednesday, March 29, 2017

Riverside Academy

3:05-4:15

**Members Present:** Tom Walentowski, August Ost, Eva Wade, Rachel Palmer, Jacey Carner, Michelle Salkeld, Dina Brook, Nancy Clark

- **Phone conference with Mike Ambs from RjM marketing:**

Tom started off the phone call welcoming Mike and expressing our appreciation for the time he set aside for us. August introduced the stakeholders participating in the phone conference and asked Mike to walk the group through what this process will look like. Mike explained that the order for this process will be:

- 1) Sponge Phase – During this time, RjM will absorb all the information we are giving to them. Survey results will be key during this phase.
- 2) RjM reviews and sends questions they have to us. Representatives from RjM will join in on subcommittee meetings.
- 3) Presentation of findings to our group. This will RjM's findings out and narrow them down to fit our district needs.
- 4) Conversation between RjM and DCS will determine what we want created (i.e. magazine, other marketing materials)
- 5) Creation of materials.
- 6) Presentation of materials.

The communications subcommittee will add Mike Ambs to all group e-mails.

RjM's Ideal Timeline:

- April - Receive survey results.
- May - Review and message creation
- June - Presentation of this to subcommittee and steering committee in June.
- June/July - Creating/revising/approval phase
- Mid July – Steering Committee Approval Meeting
- August – Rollout of publication

Early on we need to determine what groups will be included in this publication.

Question from committee member:

*What about costs, especially for nonprofits such as the Senior Center*

- **Final Review of Community Survey:**

- **Internal Communications Survey Discussion:**

**Identifier: el teacher, ms teacher, hs teacher, administrator, food service, maintenance, custodial, transportation, secretaries, paraprofessionals, other**

- 1) How do you rate communication from administration to those that they supervise?
- 2) How do you feel the district communicates to employees as a whole?
- 3) How do you feel employees communicate within your department (teachers, transportation, food service, secretarial, custodial, maintenance, paraprofessionals, administrators, etc)?
- 4) How do you feel employees communicate across departments?
- 5) How would you improve internal communication within your department?
- 6) How would you improve internal communication across departments?

- **Next Meeting is Thursday, April 13, 2017**