

**South Middleton Board of School Directors
Community Relations Committee Meeting Notes
Monday, April 3, 2018 – 6:00 PM**

The committee was called to order by committee chair Elizabeth Meikrantz. The following were present: Cory Adams, Steve Bear, Jen Chamberlin, Bruce Deveney, Alli Rose, Brett Shaeffer, Jon Still, Matt Ulmer

1. Teacher Appreciation Week- As a follow up to the impromptu breakfasts that were held in January at a few of our schools, the committee agreed to see if we could partner with the PTO during Teacher Appreciation Week for the coming years.
2. The marketing and cross-promotion of the Bubbler Foundation was discussed.
 - Mr. Shaeffer will draft a suggested story to the press regarding the upcoming Annual Dinner and the ways that the Education Fund is impacting the district.
 - Mr. Adams agreed to try to get the Annual Dinner notice in the upcoming issue of the township newsletter.
3. Communication: It was recommended that we review the district-wide communication plan.
 - The committee will focus on promoting press releases on the things we do well and keeping the positive work of our teachers and students in front of our community.
 - It was suggested that we actively push feature stories to the press for consideration more regularly.
 - The idea of creating a marketing internship was suggested at the last meeting with the thought that one of our students might partner with the administration on promoting school pride, school brand and what we do well through social media. At this time, it was agreed to put this off.
 - It was suggested that we explore the opportunity for more administrators or teachers have access to promoting on social media in real time especially for sporting events, or push news to the social media administrators.
4. Next meeting – May 7, 2018 at 6 p.m.