

**PUBLIC RELATIONS COMMITTEE
WELLSBORO AREA SCHOOL DISTRICT**

MINUTES

January 9, 2014 12:00 PM Administration Conference Room

Start Time: 12:00PM

Present

Chris Morral, Rob Kreger, Dave Krick, Pat Hewitt, Steve Adams, Amy Repard, Chris Gastrock, Matt Feil, Marcia Newcomb, Mike Pietropola

Visitors

None

Opening Public Comment

None

Agenda Items

1. Goals of the Committee:
 - A. Create, maintain and protect WASD reputation/image
 - B. Establish good-will for organization
 - C. Develop community awareness of critical issues facing public education

The goals have not changed. These Goals are the “mission statement” for this committee. The goal at every meeting is deciding what is important & what needs to be in the fall or spring newsletter to make sure we are covering all areas of the school atmosphere: as in academics, extra-curricular, etc.

2. Strategies for improving district-wide public relation including student achievement, teacher/support staff recognition, positive school climate, school spirit, etc...
3. Brainstorm methods of communication for variety of audience (senior citizens)
4. Development of articles for Spring 2014 Newsletter

Committee Member /Administration Issues or Discussion Topics

1. Superintendent Morral opened the meeting discussing the purpose of the committee for the new board members and asked for suggestions regarding improved strategies for district-wide public relations. Elementary Principal Steve Adams spoke about his intent of going back to

Spring open houses in Charlotte Lappla and Don Gill in March-April. Mr. Adams commented on the fact that an additional time is needed in the Spring to effectively communicate with parents and this might be a good time for parents and teachers to have brief discussions about their child's progress.

Superintendent Morral commented on all the current forms of communication used including newsletters, phone calls, radio and newspaper.

2. Next item being discussed was strategies for improving public relations. Numerous committee members commented on individual strategies that we could use to improve our overall public relations efforts. Board member Chris Gastrock commented that we might be able to utilize our local newspaper more effectively and include weekly articles in the paper. The articles printed in the newsletter in the Fall & Spring might be most appropriate for weekly articles. Superintendent Morral commented on the cost of printing the newsletter in the Fall & Spring and mentioned radio and newspaper as being of minimal or no cost to the school district in some cases. High School Principal Dave Krick commented on the sign in front of the High School and pointed out deterioration of the letters as an issue that currently exists with effectively using the sign to communicate with students, parents and community members. Board member Matt Feil commented on his desire to see brief reports from each sub-committee at board meetings. Mr. Feil commented that he felt this might help community members to better understand current issues being discussed within each sub-committee. Board member Chris Gastrock also commented on using the Senior Citizen health expo as a way to reach senior citizens within the Wellsboro Area. Mr. Gastrock commented on the idea of having Student Council members present at the expo with booths/displays promoting various programs within our school district.
3. While brainstorming methods of communication for a variety of audiences, several new possibilities were discussed by committee members. HS Assistant Principal Rob Kreger discussed using placemats as a way to reach varying audiences while Board Member Chris Gastrock commented on a question and answer approach in the local newspaper to help people better understand issues and happenings in and around WASD. Mr. Pat Hewitt commented on the possibility of using Channel 13 via video conferencing to reach a more diverse audience within our community. Each recommendation will be explored and used in the future.
4. Development of articles for the Spring 2014 Newsletter include;
 - A. Budget- M. Newcomb/C. Morral
 - B. Community Athletic Complex Update- C. Morral
 - C. Wellsboro Athletics- R. Kreger
 - D. Pa Core/School Performance Profile- P. Hewitt
 - E. Student Council- D. Krick
 - F. STING/Mikayla's Voice- A. Repard/K. Akins

- G. Capital Project Update- S. Keck
- H. FFA/National Honor Society- D. Krick
- I. School Safety/Visitor Procedures- M. Pietropola

Meeting was adjourned @ 1:06 PM

Next scheduled meeting – July 10, 2014 12:00PM- District Office- Conference Room