

**WELLSBORO AREA SCHOOL DISTRICT**

January 6, 2011 12:00 PM Administration Conference Room

Start Time: 12:00(noon)

Present

Anna Vail, Glenn Poirier, Chris Morral, Marcia Newcomb, Steve Adams, Pat Hewitt, Dave Krick, Mike Pietropola, Amy Repard. Public: Natalie Kennedy-Wellsboro Gazette, Bryan Robinson- Williamsport Sun Gazette.

Opening Public Comment

None

Committee Member /Administration Issues or Discussion Topics

None

Agenda Items

1. Goals of 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
2. Strategies for improving district-wide public relations including student recognition, teacher recognition, positive school climate, student achievement, school spirit, etc...
3. Cost effective methods for publishing Bi-annual Newsletter
4. Brainstorm methods of communication for variety of audiences
5. Other topics of discussion

Various means of reaching the public discussed;

Committee members discussed various of methods for improved communications with the public that included Channel 13, Radio Announcements(KC101, WNBT), Newsletter, Website.

Several committee members expressed ideas on utilization of students (journalism class) to assist with public relations. Several comments were also made about the utilization of our automated calling system more effectively to promote happenings in and around Wellsboro Area School District.

Audiences

Specific audiences mentioned include school community, athletic community, musical/drama departments, student organizations.

Spring 2011 Newsletter Articles

Promote Football Program

Inform community on RX Generation- Prescription Drug Abuse

Seatbelt Safety

PEP Grant Information

PA Education Budget/Legislative Issues

Student Achievement (Individual and District-wide)

Keystones/Graduation Requirements

Critical Issues Facing Public Education- Basic Education Subsidy

Recognition of Merit Scholars (Faces In the Crowd)

Highlight Wellsboro Online Academy

Introduce Positive Schoolwide Behavior Management Program

Parenting Issues/Parent-Student Information

Recommendations to the Board at Large

None to report

Closing Public Comment

None

Meeting adjourned 1:15 PM

Next scheduled meeting – July 7, 2011 12:00 PM- District Office- Conference Room