
COMMUNICATIONS COMMITTEE

February 2019 Meeting



LET'S GET STARTED!



AGENDA

Welcome - 5 mins

Communications Intern Discussion & Vote - 15 mins

Weekly Blast Update - Jamila 10 mins

PR Initiatives - 10 mins

Brand Roundtable Updates - 10 mins

Board Recruitment & Succession - 10 mins



Communications Intern Initiative



COMMUNICATIONS INTERN POSTING

Responsibilities

- Content development
- School wide communications
- Promotional and marketing materials meet the school's brand identity
- Social media and online presence
- Reporting
- School website
- Update files, emails, and assets

Special Skills

- BaseCamp
- Adobe Creative Suite
- Content Management System/Edlio
- Buffer, Hootsuite, Google Analytics

See the full job posting:

<https://public.3.basecamp.com/p/mpdMcJYwrMVM9xGx861Wq8nA>



Jamil Pearson

Let's discuss.

Here's Jamil's resume:

<https://public.3.basecamp.com/p/vd3MqYpiDDnz6mMbLfXMQuep>

Here's Jamil's presentation:

<https://public.3.basecamp.com/p/mPyMe3i8BwU2JECZqwfG23t6>



RECRUIT COMMUNICATIONS INTERN

The position is posted through Clayton State Career Services.
I am getting summer applicants.

Any other school contacts?

<http://www.clayton.edu/career/Employer-Services/Employer-Internship-Information>



IS THIS THE SAME AS THE FULL-TIME COMMS MANAGER?

No. The full-time communications manager will begin in Fall 2019-2020. Here's the full-time Communications and Recruitment Manager:

<https://public.3.basecamp.com/p/oHW1PYFTQNWqZepc5SsHRaaQ>

Action item:

In the works.



The Weekly Blast Program



HELP WITH WEEKLY BLAST

Thanks Jamila! Jamila is managing the weekly blast program until the end of April while Ariana focuses on the brand process.

Action item:

Update from Jamila?

Email news to: WeeklyBlast@tmsa.org



Public Relation Initiatives



2018 SEM | Share Your Story

Parents and Board are not aware of all the school offerings. Principal Parker suggests a list of all the school program offerings - starting with SEMS.

Link to the spreadsheet:

<https://docs.google.com/spreadsheets/d/15mY98CJagdrLh6COqlrAnyoT6NOYOYJ3fzvbZ8mUb0I/edit?usp=sharing>

Link to 2018 SEM Share Your Story

https://www.surveymonkey.com/r/tmsa_sem2018



PRE-K VISIT RECRUITMENT MARCH

Action Items:

Jamila will reach out to Dozier and identify other pre-k centers.

Tha will reach out to Little Linguists and schedule a drop off.

Quin Howard, Parent Liaison, will follow up with potential families.

Materials: [Pre-k One Pager](#) & [Info Card](#)



PLAN PHOTO SHOOT

Hold off until after brand refresh is complete. We know we need classroom shots, but shots need to reflect the messaging that is under development.

Action Items:

Ask Quin and Principal Parker about classroom shots.

Confirm parent and staff list.



Brand



HELD THE FIRST BRAND ROUNDTABLE YESTERDAY!

It's a refresh!

Talked through messaging and mantra

Identified missing elements: like vision, mantra

Will hold monthly check-ins

Click here to view the full branding process:

<https://public.3.basecamp.com/p/Q5hbNDun5QcAGEUjX2kznXrL>



FORMALIZE THE TMSA BRAND

Let's create a cohesive brand and formalize our story into The Brand Handbook.

What's the TMSA Brand Handbook?

A document that contains the visual and voice style guide, mission, tag line, key messages and links to all our brand assets and templates for public consumption.



WHO ARE THE PARTICIPANTS?

Like the Communications Discovery Roundtable in May 2018, the Communications Chair will select participants for the roundtable. The participants will represent Founders, Volunteers, Teachers, Board and Administration.

Action items:

Confirm participant list and attendance

Schedule roundtable



Board & Succession



INTERESTED IN BEING A BOARD MEMBER?

Apply here:

<https://www.surveymonkey.com/r/TmsaBrd2019>

It's been fun, but everyone has to move on eventually. Let me know if you're interested in being Communications Chair.



Sangha



WHAT IS SANGHA?

Sangha is TMSA's mobile app that is tied to the Fulton County School System's database. Now that the system is synced, parents will not need to sign up for mobile communications.

The Communications Committee will have a preview in mid-February.



WHAT ARE THE NEXT STEPS?

Confirm working group members

Schedule in-person meeting

Develop training and launch plans

Action item:

Schedule call with Ariana and Jamila



WHO IS WORKING ON THIS PROJECT?

Ariana is the project manager and Sangha liaison. She is the primary intermediary between Sangha and TMSA.

Jamila will organize the effort on behalf of the Chair.

Quin Howard will be the primary contact.

Principal Parker will be a power user.

PTO (Ms. Graves preferably) will hold the launch event.



PARKING LOT

Jamila would like to lead a technology assessment before the 2019-2020 school year. She's concerned parents do not understand how to use the technology and therefore can not monitor their child's progress.

Identify opportunities to train teachers on communications as part of culture-building



THANKS!

