

Community Relations and Student Life Committee of the Colonial Board of School Directors, September 21, 2015

The Community Relations and Student Life (CRSL) Committee of the Colonial Board of School Directors met on Monday, September 21, 2015 in the Superintendent's Conference Room.

The meeting was called to order at 5:41 p.m. Present were Committee Chair Heather Palmer; Committee member Leslie Finegold; Board President Susan Moore; Board Vice President Beth Suchsland, Board members Mel Brodsky and Christina Frangiosa; Superintendent Dr. MaryEllen Gorodetzer; Director of Pupil Services and Special Education Karen Berk; Plymouth Whitmarsh High School (PWHS) Activities Director Charles Forster; Community Relations Coordinator/School Board Secretary David M. Sherman; Assistant Public Relations Coordinator Kim Newell; Board Student Representatives Kateryna Ternopolska and Alexa Augustine and Linda Doll.

There was no public comment on the agenda.

The committee welcomed the student representatives to the meeting.

Members reviewed three calendar options for the 2016-2017 school year, focusing on the start date. Dr. Gorodetzer explained that all three options included 183 student days and the contractually required number of faculty days. The first calendar version included a start date of Tuesday, September 6, the day after Labor Day. The second version included a start date of Monday, August 29. And the third version included a start date of Tuesday, August 30. Mrs. Moore commented that the Board did not want to get in the habit of starting school before Labor Day. After much discussion, consensus among Board members present was to start school on Tuesday, September 6.

Ms. Newell discussed the website transition to a new content manager. The move was necessitated by a change in ownership of the District's web content manager. Ms. Newell explained there was still work to be done with segments of the site, including the athletic schedules. She was commended for her work.

The committee reviewed a draft communication plan for the current school year with focal points being promotion of the curriculum STEAM initiative, the PWHS renovation, the PWHS class schedule change beginning with the 2016-2017 school year, expanding business partnerships; promoting the Colonial Community as a "great place to live" and updating and distributing the District's Emergency Guide for Parents. A draft of the updated guide was shared with committee members. Members suggested changing the focus of promoting the community as a great place to live to the overall promotion of the quality of the school district.

Ms. Newell informed members of a project to digitalize the PWHS yearbooks. She noted that there was an ethical question as to whether or not the District had the right or clearance to post the information that included names and photos of current students. She posed the idea of waiting four years after a class has graduated before posting the yearbook. After some discussion it was suggested that the administration obtain a legal opinion.

The committee was provided an update on dollars raised through the Colonial School District Education Foundation Annual Fund Drive, T-shirt sales, advertising sales and sales of PWHS renovation legacy items. \$31,847.50 has been raised so far this calendar year. \$76,538.15 has been raised since the District became more involved with the foundation in March 2103.

Responding to a question, Mr. Sherman noted that ticket sales for the District's 50th Anniversary Gala and Silent Auction were slow. It was suggested the District consider additional ways to promote the event in the coming month.

Mrs. Moore asked if the District could sell videos of student concerts and performances as an additional way of raising funds. The administration will explore that possibility.

Members were informed that the next meeting of the committee is scheduled for Monday, October 19 at 5:30 p.m.

There being no further business or comment, the meeting was adjourned at 6:20 p.m.

Respectfully submitted,

A handwritten signature in blue ink that reads "David M. Sherman". The signature is stylized and cursive.

David M. Sherman
Community Relations Coordinator
School Board Secretary