

Community Relations and Student Life Committee of the Colonial Board of School Directors, March 5, 2012

The Community Relations and Student Life (CRSL) Committee of the Colonial Board of School Directors met on Monday, March 5, 2012 in the Superintendent's Conference Room. The meeting was called to order at 5:30 p.m. Present were committee chair Beth Suchsland; committee members Bernie Brady, Leslie Finegold and Christina Frangiosa; Board President Alan Tabachnick; Board Vice President Susan Moore; Board members Mel Brodsky, Julie Knudsen and Kathleen Oxberry; Superintendent Dr. MaryEllen Gorodetzer; Director of Pupil Services and Special Education Karen Berk; Plymouth Whitemarsh High School (PWHS) Activities Coordinator Charles Forster; CITV Director John Quinn; Community Relations Coordinator/School Board Secretary David M. Sherman and Linda Doll.

There was no public comment on the agenda.

The committee reviewed a number of student trip requests, including a request for two students to attend the Pennsylvania Music Educators Association Region Orchestra Festival, four students and a teacher to attend the Mid-Atlantic Writing Center Association Annual Conference at Shippensburg University, two students and a chaperone to attend the National Service Learning Conference in Minneapolis, Minn., the Plymouth Whitemarsh High School (PWHS) Indoor Guard to participate in a competition in Wildwood, N.J., and the PWHS Orchestra to attend an open rehearsal of the New York Philharmonic in New York City.

Mrs. Frangiosa expressed disappointment in the turnout for a recent seminar on Cyber Bullying by Mr. John Halligan. Mrs. Berk explained that Mr. Halligan has previously presented his seminar a number of times in the area, including in the Colonial School District.

The committee discussed including the Board in ConnectEd communications to parents. Board members would like to be included in all emergency announcements. Mrs. Oxberry wished to be included in any type of reminder sent via ConnectEd. Dr. Gorodetzer stated that a detailed ConnectEd communications strategy will be included in the District's Communications Plan next year.

Mr. Sherman sought Board members' opinions regarding providing addresses of graduating class members to the PWHS Alumni Association. After considerable discussion Mr. Sherman was encouraged to provide the association with ideas to procure the addresses on their own. Mrs. Moore suggested getting an opinion from the District Solicitor.

Mr. Quinn informed the committee that Kim Newell was representing the District at the Pennsylvania School Public Relations Association's annual seminar. He added that five more episodes of *What's Cookin'* are scheduled to be filmed this month, in addition to a number of building concerts.

The committee was informed that School Sports Media has sold an advertising package to Bottom Dollar Food that includes a table to distribute coupons at the Colonial Middle School spring musical, the senior citizen luncheon on March 17 and an advertisement in the District's Spring Newsletter. The District will receive \$2,625 for this package. Mr. Sherman also stated that the Marine Corps will staff a table at the PA Track Classic on March 31, but no PA announcements will be made on their behalf. Mr. Sherman further stated that the District should approach future fundraising efforts in a targeted manner much like a private school. He noted that to do so successfully the District will need an effective foundation. Mr. Sherman stated that he and Dr. Gorodetzer met with Sue Castle of the Colonial Foundation to discuss the District's relationship with the Foundation moving forward. Dr. Gorodetzer stated that the meeting was positive. After considerable discussion, the committee agreed that the District should work with an effective foundation, be it the Colonial Foundation or another entity.

The committee was provided an update on the efforts to reduce the amount of paper sent home in Friday Folders. Feedback from building principals was that distributing Friday Folders only to the oldest child would be difficult for teachers to manage. Colonial Elementary School offered to do so on a trial basis. Principals stated that the request to have a uniform field trip permission slip online was not feasible because information is event specific.

Committee members were provided updates on the Building Visitation Schedule, the Senior Citizen Matinee and Luncheon, the Whitemarsh and Plymouth Township Days, the Private School Orientation, Kindergarten Registration and the Legislative Forum. There was considerable discussion about promoting the March 20 Legislative Forum.

The committee reviewed new calendars on the District website.

It was noted that the next scheduled meeting is on Monday, April 9 at 5:30 p.m.

There being no further business or public comment, Mrs. Suchsland adjourned the meeting at 6:28 p.m.

Respectfully submitted,



David M. Sherman
Community Relations Coordinator
School Board Secretary