

Community Relations and Student Life Committee of the Colonial Board of School Directors, January 6, 2014

The Community Relations and Student Life (CRSL) Committee of the Colonial Board of School Directors met on Monday, January 6, 2014 in the Superintendent's Conference Room.

The meeting was called to order at 5:48 p.m. Present were committee chair Heather Palmer; committee members Mel Brodsky and Christina Frangiosa; Board Vice President Beth Suchsland; Board members Bernie Brady, Leslie Finegold and Kathleen Oxberry; Superintendent Dr. MaryEllen Gorodetzer; Director of Pupil Services and Special Education Karen Berk; Plymouth Whitemarsh High School (PWHS) Activities Director Charles Forster; Assistant Public Relations Director Kim Newell; Community Relations Coordinator/School Board Secretary David M. Sherman; Board Student Representatives Devica Bhutani and Michael Krone; and Linda Doll.

There was no public comment on the agenda.

The committee reviewed five student trips requests. Requests were for the PWHS Ski Club to travel to Lake Placid, N.Y. from February 14-16; the PWHS track team to travel to a meet in New York City on January 25; three students to attend the Pennsylvania Music Educators Association (PMEA) District Band Festival at Upper Moreland High School from February 6-8; one student to attend the PMEA District Choral Festival at Neshaminy High School from January 9-11; and the Ridge Park Elementary School second grade to travel to the Adventure Aquarium in Camden, N.J. on February 11. Mrs. Frangiosa inquired about the two vans that would transport the track student-athletes to New York City. Mr. Forster explained that they were District vans that would be driven by the coaches. He explained that the District Operations Office obtains driver's license information from all coaches and performs background checks. Mr. Forster also explained that the meet was added to provide student-athletes with a higher level of competition.

To supplement the staff presentation on possible PWHS building renovations that is scheduled for the upcoming Thursday Board meeting, the committee was provided a draft communications plan for a possible renovation project. Mr. Sherman explained that a release will be emailed to the community following the meeting so that constituents learn of the discussion from the District before reading about it in the newspaper. He added that any or all of the remainder of the plan may be considered if a renovation occurs. He also noted that talking points would be emailed to all Board members following the CRSL meeting. Members asked to see a draft of the staff presentation in advance of Thursday's Board meeting.

Committee members reviewed survey results showing which Montgomery County school districts use "robo" calls to notify parents of school closings or delays. After considerable discussion, the consensus was to not use "robo" calls as a means of communication for closings and delays but to keep the status quo. The administration was asked to research texting options and an RSS feed.

Committee members discussed the cost of the Annual Report. The suggestion was made to explain the effective cost of communication in each publication.

Members briefly discussed building visits. No plans were finalized.

The committee was apprised of efforts planned by the Colonial School District Education Foundation. There was considerable discussion regarding a silent auction to be held on March 28.

It was noted that Business Administrator Trevor Jackson had reached an agreement with First Student to advertise on the back of the Colonial Field scoreboard for an annual cost of \$4,000.

Members were apprised of the senior citizen winter concert and luncheon held on December 16, the addition of a public relations intern, plans to advertise kindergarten registration and the date of January 28 for the next Parents Council meeting.

It was announced that the next CRSL Committee meeting is tentatively scheduled for 5:30 p.m. on Monday, February 10.

There being no further business or comment, Mrs. Palmer adjourned the meeting at 6:38 p.m.

Respectfully submitted,



David M. Sherman
Community Relations Coordinator
School Board Secretary