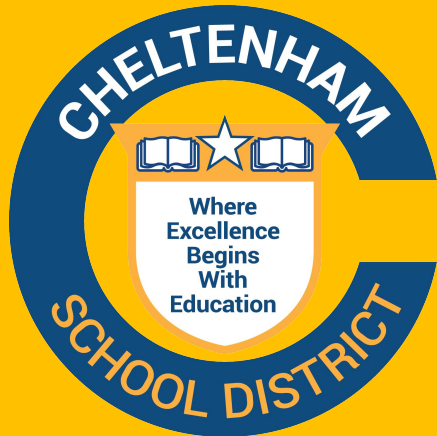


Communications Committee

September 23, 2021



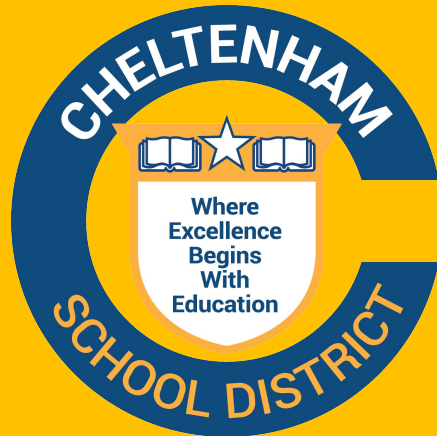
**Communications
Committee
September 23, 2021**



Agenda

1. Roll Call
2. Approval of Minutes
3. Topics
 - a. Digital Content Specialist
 - b. Alumni Association Engagement Platform
 - c. 2021-22 Communications Plan

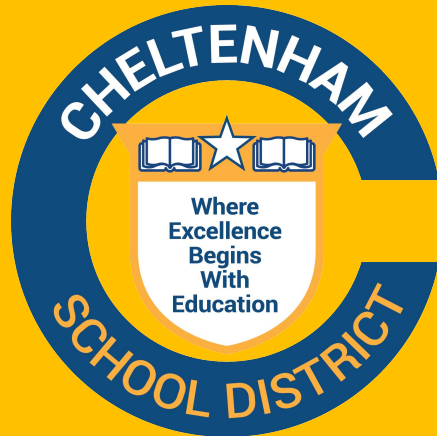
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Digital Content Specialist

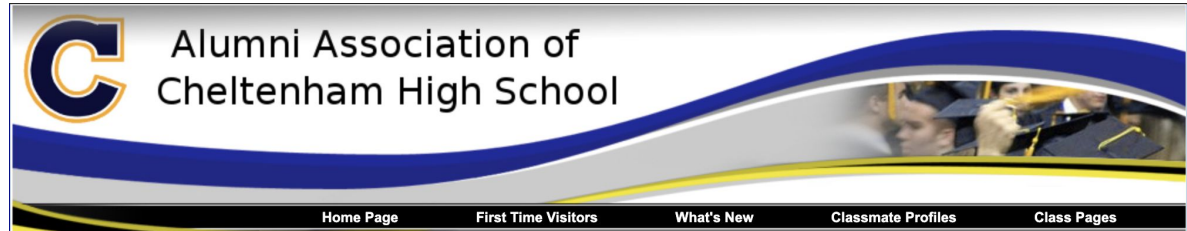
- Ms. Dana Walker resigned, effective 10/1
- Updated the job description to focus more on website maintenance, monitoring and updating social media and news gathering.
- Posted this week

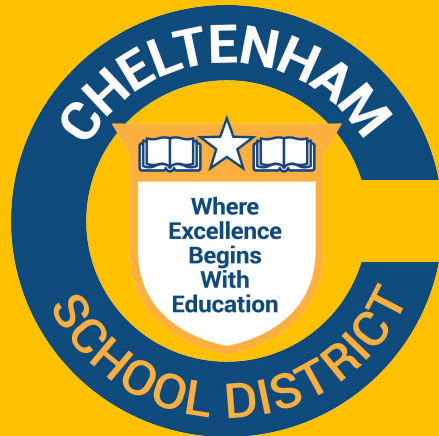
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Alumni Association Engagement Platform

- Engaged in ongoing discussions regarding how to improve the association's web presence.





2021-22

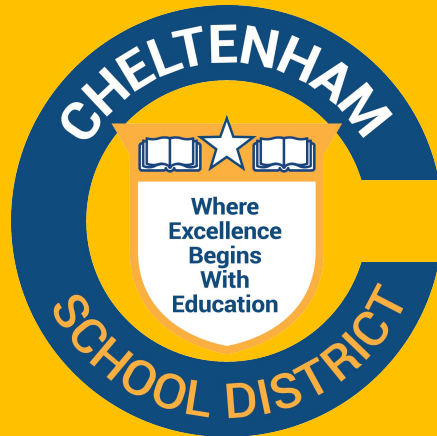
Communications Plan

2021-22: “Back to Normal”

Big Goals

- Increase news stories highlighting district events/activities
- Reinforce the CSD brand through increased student interest stories
- Increase all constituent engagement, particularly post-elementary, new and disengaged families.
- Work with alumni association to solidify data and begin to build database

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September 23, 2021**



2021-22

Communications Plan

Resources | CSD website, social media, social media liaisons, SchoolMessenger, CSD mobile app, Canva, Hootsuite, PowerSchool, streaming, PadCaster, DSLR camera, student photographers, PBL students

Communications Channels

Website

News Share

Township Channels

Digital Billboard

School Messenger

Social media

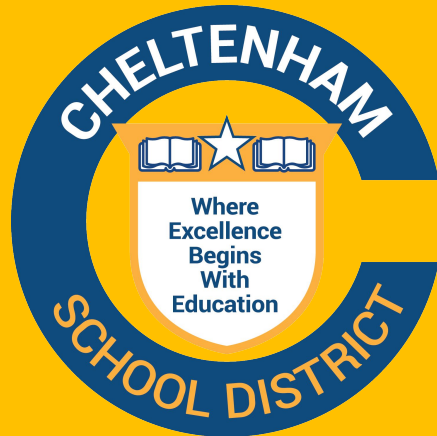
Principals' Weekly Updates

Parent/Guardian Groups

News media

CSD App

**Communications
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September 23, 2021**



2021-22 Communications Plan

2021-22 Areas of Focus:

New superintendent	Student achievement
Student activities	Curricular innovation
STEM and PBL	BEC contract negotiations
Strategic plan	Equity
Climate and Culture	Class of 2022
PBIS	New board members