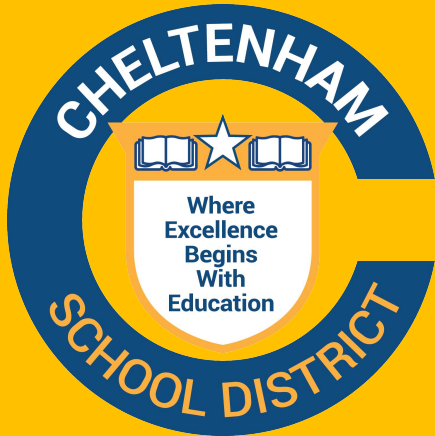


# Communications Committee

December 16, 2021



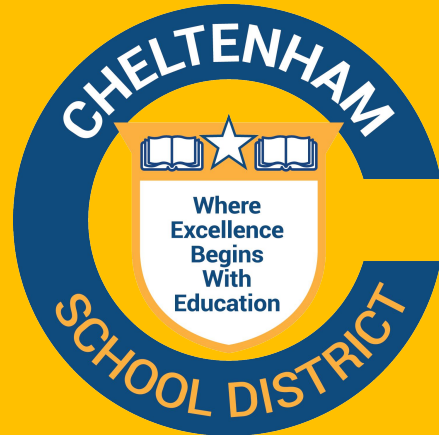
**Communications  
Committee  
December 16, 2021**



# Agenda

1. Roll Call
2. Approval of Minutes
3. Topics
  - a. Alumni Association Update
    - i. CHS Connections
    - ii. Alumni Connections
    - iii. Alumni Archives
    - iv. Technology

**Communications  
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# CHS Connections



- Teacher alumni lists for all seven schools are almost completed/updated for 2021-22.
- Reaching out to connect with teacher/alumni liaisons to keep the organization connected to current happenings and open doorways for partnerships.

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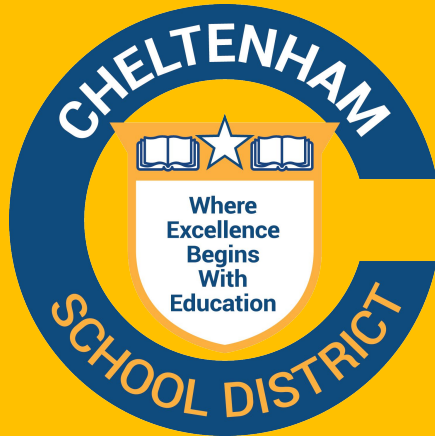


# CHS Connections



- The Alumni Association of Cheltenham High School (AACHS) discovered binders of information containing historical reference about the CHS centennial celebration mural competition from 1984.
- Plan to use this information in conjunction with movement on a new mural project for the CHS lobby sometime this school year.

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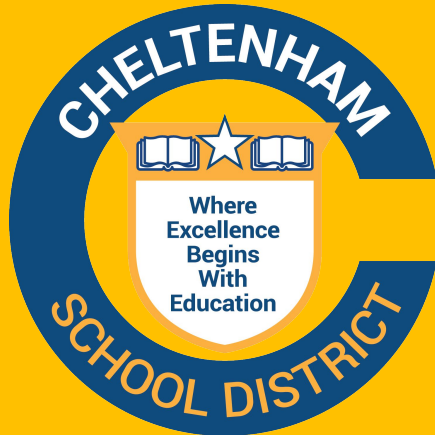


# CHS Connections



- AACHS President Christa Sywulak-Herr has been working with CHS AP World History and Freshman Experience teacher Melanie Jackson to develop a project with her students, as they are inquiring about “spirit and pride at CHS then and now.”
  - Using archival newspapers, yearbooks, pictures, programs and interviews with alumni from the 1990s and 2000s, students will be investigating how school spirit has changed and what measures they can take to revive and create meaningful experiences for them as they navigate CHS in the 2020s.

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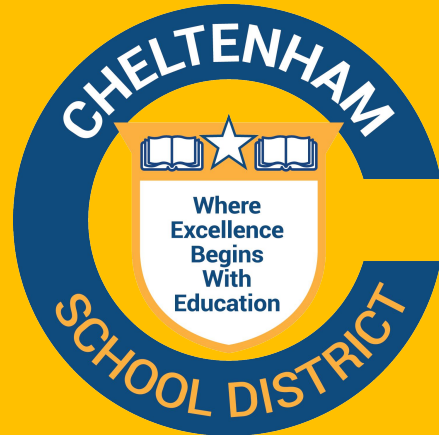


# Alumni Connections



- CHS parents have reached out to discuss the creation of an “Alumni Weekend” for spring and fall/homecoming sports seasons that would showcase the celebration of all boys and girls sports.
  - Interactive “day of fun” for alumni, students, families, and the community come out to cheer the Panthers, enjoy food and merriment, and strengthen the bonds within the CSD.
  - Meetings and plans are in motion.

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# Alumni Connections



- AACHS resumed welcoming Panther alums at Homecoming against William Tennent on October 1, following a year's absence due to COVID-19.
- AACHS board members staffed a welcome table with memorabilia, giveaways, treats and huge smiles
- Alumni, including parents and guardians, teachers and staff, community neighbors, and many from the Class of 2021 flowed through the gates eager to cheer on the Blue and Gold!



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# Alumni Connections



- Reunions are ramping up again as we slowly emerge from COVID-19.
  - The Class of 1958 held a beautiful gathering outside on a warm fall day at the Lulu Country Club recently and were elated at being together in celebration.
  - Many classes are holding their rescheduled reunions in the coming months.



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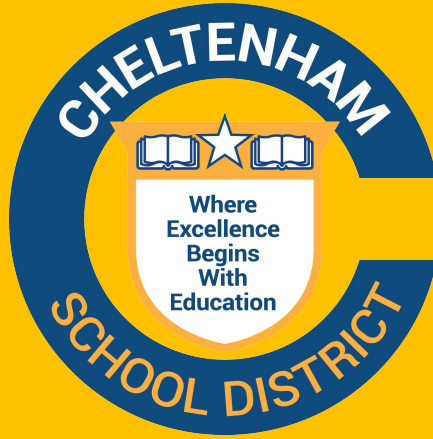
# Alumni Archives



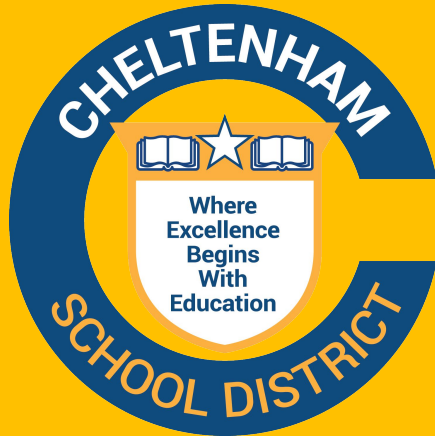
- President Sywulak-Herr worked on Sundays in October to organize and evaluate the needs for the multitude of archives boxed and binned at the AACHS office.
- President Sywulak-Herr met with a professional archivist to learn more about process, materials, and ways to best tackle this enormous project.
- While the AACHS wants to digitize as much material as possible, the proper way to begin is by strategically organizing everything we have in hand.
- Any with an interest in this process are welcome to join the party.

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# Alumni Archives



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# Technology



- After two months of research, the Tech Committee did not reach a consensus for adopting a more robust software platform
  - Concerns centered mainly over the monetary investment
- As an interim step, Pres. Sywulak-Herr proposed other Technology Committee members investigate/improve upon the [web application being used \(Class Creator\)](#).
- Pres. Sywulak-Herr motioned to make the January Board meeting a budget planning session where all members will come to the table with ideas for fundraising and moving forward with updating our overall communication strategy.