

**Shakopee Public Schools
Citizens' Communications Advisory Committee Meeting Minutes**



**October 3, 2017 - 6:00PM
District Office | 1200 Town Square, Shakopee**

6:00PM - Meeting called to order by Ashley McCray

Agenda:

- **Welcome | Ashley McCray**
 - Ashley McCray, Shakopee Public Schools' Communications Supervisor, welcomed members in attendance and thanked them for their time.
- **Introductions: Background | Experience | Committee Interest**
 - Members in attendance introduced themselves, shared any relevant experience, and why they expressed interest in being a member of the Communications Committee
- **History of the Communications Committee: Purpose & Goals | Ashley McCray**
 - Ashley McCray shared information on the history of the district's communications committees and the purpose and goals of the CCAC, which is to provide input, insight and feedback on communications and marketing for the school district.
- **Current Communications Channels | Ashley McCray**
 - Ashley McCray shared information on the current communications channels the Communications Department uses to connect with students, parents and the community. Examples include social media, Infinite Campus, red folders, district website, city's public access channel, and local media.
- **Shako SWOT (Strengths, Weaknesses, Opportunities and Threats)**
 - Committee members split into two groups to discuss and analyze what they determine as the strengths, weaknesses, opportunities and threats of the school district.
- **Discuss future meeting dates, times and topics**
 - The next meeting will be held November 7, 2017 | District Office | 6pm to 8pm

Members Present:

Jenny Ames, Dale Anderson, Julie Fittante, Josh Forsythe, Andrea Grugal, Jareck Horton, Ashley McCray, Sean Vander Veen, and Cathy Windschitl

Save the Dates - Please mark your calendars for the following:

Citizens' Communications Advisory Committee upcoming meeting:
November 7, 2017 | 6pm to 8pm | District Office