

Shakopee Public Schools
Citizens' Communications Advisory Committee
Minutes



January 29, 2018 – 5:00PM
District Office | RM 201 | 1200 Town Square, Shakopee

5:00PM – Meeting called to order by Ashley McCray

Agenda:

- Welcome | Ashley McCray

- Communications Department presented a progress report based on feedback from the CCAC at previous meetings
 - New Academies of Shakopee videos: Teacher perspective & Freshman Academy
 - CCAC feedback included the following: Great videos that provided student and teacher perspective, connects to future students. Future video topics include: options for indecisive students who have trouble selecting home academy, middle school perspective (Gateway courses), and K-12connection.

 - Winter 2018 Newsletter
 - CCAC feedback included the following: Great story selection and committee members will provide ideas about possible stories to pursue for future newsletters

 - #TeacherTuesday
 - The Communications Department recognizes at least one teacher per month, nominated by a co-worker, who makes a difference in his/her building.
 - CCAC feedback included the following: Great concept and way to recognize/honor teachers

 - Recent Incident Response
 - Reviewed communications regarding recent incidents involving Shakopee High School and Eagle Creek Elementary.

 - Social Media
 - Communications Department encouraged the CCAC to help district spread the word on social media by retweeting and sharing stories from our classrooms about our teachers, students, and happenings in Shako schools

Members in Attendance:

Jenny Ames, Dale Anderson, Julie Fittante, Shawn Hallett, Jareck Horton, Ashley McCray, Crystal McNally, Tony Pass, Sean Vander Veen, Kristi Ward, and Cathy Windschitl

Save the Date – Please mark your calendars for the following:

Monday, February 19, 2018 | District Office | Board Room | 5pm to 6pm