

# Shakopee Public Schools

## Citizens' Communications Advisory Committee Meeting Minutes



**October 15, 2018 - 4:30 PM**  
**District Office | Room 201 | 1200 Town Square, Shakopee**

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

### Agenda:

- Member Introductions
- 2018-19 District Marketing Brochure | THANK YOU!
- 2018 Payable 2019 Preliminary Levy | Communication Plan
  - The committee provided ideas on the best way to communicate information to the school community. Input included explaining the different amounts on the tax statement (how much actually goes to the school district vs the county), showing the history of the district's levy amounts (prelim vs final levy), and explaining state allocation and why the district sets the annual levy.
- Communicating to school community | Social Media and Internet Challenges
  - To reach members of the school community who don't have internet or social media, the committee suggested an increased number of editorials in the local newspaper from school advocates, and reaching out to coffee shops/businesses for school communications/marketing material placement.
- Communications opportunities, issues to discuss
  - The committee suggested communicating information about new school board members and the transition process, following the election.
  - Task Force on Facilities: Provide update on the task force and communicate information on the future of Pearson, Tokata and the District Office.
- Discuss future topics

### Members in attendance:

Jenny Ames | Shakopee Public Schools | Community Partnerships Manager  
Dale Anderson | Shakopee Education Association President  
Josh Forsythe | Shakopee resident  
Andrea Grugal | Shakopee resident  
Shawn Hallett | Shakopee Public Schools | Shakopee School Board Clerk  
Ashley McCray | Shakopee Public Schools | Communications Supervisor  
Crystal McNally | Shakopee Public Schools | Communications Specialist  
Tony Pass | Shakopee Public Schools | Shakopee School Board  
Sean Vander Veen | Shakopee Public Schools | West Junior High School teacher  
Kristi Ward | Shakopee Public Schools | Central Family Center & Equity Programming Principal

## **CCAC FUTURE MEETINGS | DISTRICT OFFICE | DATES AND TIMES TBD**

December 2018 | District Office | Details TBD

February 2018 | District Office | Details TBD

April 2018 | District Office | Details TBD

June 2018 | District Office | Details TBD