

Shakopee Public Schools

Citizens' Communications Advisory Committee Meeting Agenda



January 14, 2019 - 4:30 P.M.
District Office | Room 201 | 1200 Town Square, Shakopee

4:30 P.M. - Meeting called to order | Crystal McNally | Communications Specialist

Agenda:

- **Member Introductions | Crystal McNally**
- **Communicating to SPS former families/students**
 - **How many students are leaving and where are they going?**
 - 2016-17 | 1,062 students (only approx. numbers)
 - 2017-18 | 1,027 students
 - 2018-19 | 1,041 students
 - The group brainstormed ideas on how to market to families leaving the district but that are residents in the district. Some ideas included marketing pieces like utilizing monitors at HS during big events, small commercials, an emphasis on early childhood, etc. The group thought a survey to understand why students were leaving the district and further analyzing the data would be beneficial.
- **Communicating SPS "Good News" | How you can help**
 - Communications invited the group to help submit editorials to the paper to spread good news about the district.
- **Communications opportunities | Issues to discuss? Concerns to address? Future meeting topics?**

Membership:

Jenny Ames | Shakopee Public Schools | Community Partnerships Manager
Dale Anderson | Shakopee Education Association President
Julie Fittante | Shakopee resident | Eastern Carver County Special Education teacher
Josh Forsythe | Shakopee resident
Andrea Grugal | Shakopee resident
Jareck Horton | Shakopee resident
Ashley McCray | Shakopee Public Schools | Communications Supervisor
Crystal McNally | Shakopee Public Schools | Communications Specialist
Alison Rahn | Shakopee resident
Sean Vander Veen | Shakopee Public Schools | West Junior High School teacher
Kristi Ward | Shakopee Public Schools | Central Family Center & Equity Programming Principal
Cathy Windschitl | Shakopee resident

CCAC FUTURE MEETINGS | DISTRICT OFFICE | DATES TBD

February 2019 | District Office | 4:30PM|Details TBD
April 2019 | District Office | 4:30PM|Details TBD
June 2019 | District Office | 4:30PM|Details TBD
July 2019 | District Office | 4:30PM|Details TBD