

Communications Committee Meeting Minutes

March 9, 2010

6:00pm

HS IMC

Present: Pat Chua, Kathy Miles, Jill Spilde, Mark Becker, Mark Luetschwager, Doreen Treuden, Jacque Wichlacz, Nancy Konkel, Laurie Steen, Rhonda Gulbranson, Michelle Jensen

Actions:

1. Michelle Jensen shared some information regarding a website host that also provides teacher pages. Nathan Hruby recently attended an IT conference in which the website host made a presentation. This company may be further explored based on the communications survey results.

2. The committee reviewed the results of the recent communications survey. A summary of the survey is included below.

Total Started Survey: 88

Total Completed Survey: 77

School child attends: (# of survey participants)

45 @ Elementary

15 @ Middle

29 @ High

1 @ Other public school

1 @ Holland's Hearts and Hands preschool

District Communications

68% feel it is very important to receive information from the district.

Ways participants currently get information regarding school: (top five)

74% District mailings

65% District web site

63% Independent newspaper

61% From their children

57% Teachers

Preferences for receiving non-classroom communications: (top three)

56% Prefer district emails

40% Prefer district website

35% Prefer district mailings

Preference for receiving media alerts: (top three)

75% Local TV networks

36% Radio

36% District website

General comments/suggestions to improve district communications:

- Save postage by mailing less
- Utilize website better to share news
- Explore better website template
- Consideration of email to share news

District Website Information

Frequency of use of district website:

- 46% Once a week
- 30% Once a month
- 14% Daily
- 10% Never

Reasons participants don't use the website: (top three)

- 52% Forget this resource is available
- 35% Prefer hard copy communication
- 30% Prefer personal communication

Top seven ways that participants use the district website:

- 82% Calendar of events
- 63% Home page for current news
- 53% Lunch menus
- 44% Skyward Family Access
- 39% Athletics
- 35% Teacher pages
- 28% Internet payments

Overall evaluation of the website:

Provides important information

- 18% Excellent
- 54% Very Good
- 22% Average
- 4% Poor
- 3% Not Sure

Attractive and Interesting

- 14% Excellent
- 40% Very Good
- 36% Average
- 8% Poor
- 3% Not Sure

Ease of Use

- 15% Excellent
- 44% Very Good
- 32% Average
- 6% Poor
- 3% Not Sure

General suggestions to improve the website:

- Calendar sections need to be accurate (conflicts with sports times/dates)
- Keep information up to date
- Possible changes to website to make user-friendly, more attractive
- Have teacher pages to share information
- Provide links to school performance reports-(we do have this but may not know)

Skyward Family Access

Frequency of use of Skyward Family Access:

- 22% Once a week
- 12% Daily
- 10% Once a month
- 56% Never (don't have students in middle/high school)

Top four reasons participants don't use Skyward

- 7% Slow internet access
- 7% Forget this resource is available
- 5% Prefer hard copy communication

General Communications

Responses to statement:

The Deerfield Community School District communicates effectively with:

Parents

- 27% Strongly Agree
- 55% Somewhat Agree
- 13% Somewhat Disagree
- 5% Strongly Disagree
- 0% Unsure

Students

- 24% Strongly Agree
- 57% Somewhat Agree
- 12% Somewhat Disagree
- 1% Strongly Disagree
- 7% Unsure

Other Community Members

- 11% Strongly Agree
- 41% Somewhat Agree
- 15% Somewhat Disagree
- 4% Strongly Disagree
- 30% Unsure

3. The committee determined that it would be beneficial to create focus groups to explore some recurring themes from the survey including creation of teacher pages, use of email communication and exploration of website options.

The committee selected the website exploration to be the initial focus group. The focus group will be open to any interested communications committee members as well as staff members and community. The initial meeting will begin with a website needs assessment.

4. Dates were set for the upcoming meetings.
 - a. Website Task Force meeting is set for Wednesday, April 7th @ 6pm in IMC
 - b. Quarterly Communications Committee meeting is set for Tuesday, June 8th @ 6pm in IMC.