



Bond Task Force – Communications Working Sub-Committee Meeting 3 Summary

February 21, 2018

Meeting #3, Wednesday, February 21, 2018, District Office Conference Room

Attendees: Communications Sub-Committee members

Name
Joe Lupo
Gregg Heyne
Terry Terry

Staff

Ferndale School District

- Mark Deebach
- Linda Quinn
- Erin Vincent

Envirolssues facilitator

- Penny Mabie

Welcome and Introduction

Penny Mabie, facilitator, welcomed everyone to the meeting and reviewed the agenda. Primary discussion topics were the Task Force website and other products communicating the work of the Task Force; identifying messages about the Task Force's recommendations; providing advice for District communications with the community and reviewing a presentation for presenting draft recommendations to the School Board.

Task Force Products

Penny shared a beta version of a new page for the Task Force site. The page was intended to reflect the discussions and considerations from the Task Force and present the current iteration of draft recommendations. Committee members provided suggested revisions to some of the language, ensuring descriptions were consistent with prior Task Force discussions and assumptions. Penny also sought input on new survey questions for the feedback page of the website. Three questions were revised and approved for posting on the website.

The committee also reviewed a companion piece to the website, entitled "Current Iteration of Recommendations," intended for sharing recommendations status with the full Task Force. Language suggestions and additional content regarding North Bellingham Elementary School was suggested. The committee also provided advice for reordering topics to ensure key decisions already made and those still under discussion were clearly articulated. Penny noted she would make the suggested changes and distribute the piece to the full Task Force by the end of the week.



Communication tools

The committee had a robust discussion about tools and methods the District could use to raise awareness of the Task Force in the community and to drive people to the website to express their opinions. Suggestions included:

- Media outreach – press release and reaching out to key reporters or editorial boards
- All-district emails (all staff and all parents)
- Social media – posts and graphics
- Post on Discover Ferndale
- Post on Ferndale Neighbors

Other ideas discussed but not immediately recommended included fliers and video. District staff agreed to conduct media outreach, social media posts, and all-district emails. Committee members were advised they could post on Discover Ferndale and Ferndale Neighbors, as well as on their own social platforms.

School Board Presentation

Penny shared a draft presentation to be used by Task Force members for briefing the School Board on the draft recommendations. Suggestions were made to highlight the number of people involved in the Task Force and the hours of meetings and work they have spent. Other revisions were suggested to make the presentation consistent with the task force website and the Current Iterations handout.

The meeting was adjourned at 9:00 p.m. and all were urged to drive safely in the snowy conditions.