



RICE LAKE AREA SCHOOL DISTRICT
30 Phipps Avenue
Rice Lake, WI 54868

BOARD OF EDUCATION
PUBLIC RELATIONS COMMITTEE MEETING
Board Room at the Board of Education/Administration Office

Monday, January 3, 2022

1:00 p.m.

MEETING MINUTES

- I. **Call to Order:** The meeting was called to order at 1:05 p.m.
- II. **Participants:** Present: Deanna Aubart, Randy Drost, Erin Johnson, Doug Kucko, Bert Richard, Sarah Turner
Absent: NA
Others Present: Marty Helgeson, Director of IT Services
- III. **Statement of Notice Given:** District Administrator Randy Drost announced that notice of the meeting was communicated by public notice as required by 19.84 of WI statutes.
- IV. **Approve meeting minutes from Monday, October 4, 2021 [action]:** Deanna Aubart and Doug Kucko motion to approve the meeting minutes from Monday, October 4, 2021. All present voting yes. Motion approved.
- V. **Radio Advertising 2021-2022 Outreach Plan-Randy Drost:** Randy review the outreach plan options as shared by the local radio station. By consensus, the committee recommended the Conservative option at a cost of \$8,000 go to the full board as an action item.
- VI. **Donovan Group Communication Services-Randy Drost:** Randy reviewed the history of past discussions by the committee regarding the services available through the Donovan Group.

By consensus, the committee would like to move forward with a proposal for communication planning, branding style guide, templates and guiding documents, as well as a website audit. They recommended removing the video production services. The revised proposal will go to the full board as an action item.

VII. External Communications Update-Randy Drost/Erin Johnson/Marty Helgeson:

- **Flyers in Early Bird:** Randy discussed the idea of submitting a district flyer to be distributed in the Early Bird quarterly. The cost to include the flyer in the Early Bird would be approximately \$500/distribution. The district would design the flyer and make copies available to the Chronotype to include in the Early Bird.
- **Consolidation of Social Media Pages:** Marty Helgeson and Erin Johnson provided an update on social media pages throughout the district and discussed improvements to the process.

Marty recommended starting with revisions to Policy #821.5, District Use of Social Media, section 1(d) and Policy #527, Responsible Use of Information Technology Resources by Staff, Rule (1) #527, Guidelines for Responsible use of Information Technology Resources by Staff, and Rule (2) #527, Guidelines for Electronic Communications by Staff.

Erin will monitor social media pages and will maintain a listing of the pages. She will also work with coaches or staff as needed.

VIII. Other:

- The committee discussed the great work by James Wyngaard, Rice Lake TV Director, and recommended the district commend him for doing a great job working with the district. By consensus, the committee recommended commending James at a future Board of Education meeting.
- Bert Richard reminded the committee of the upcoming Rice Lake Chamber of Commerce Business After Hours and Annual Community Awards event on Wednesday, January 12 at Turtleback. Officer Andy Jondreau will be receiving the Innovation in Education Award.

IX. Next Meeting Date/Time: The committee will be surveyed for a future meeting date.

X. Adjourn: Deanna Aubart and Doug Kucko motioned to adjourn the meeting. The meeting was adjourned at 2:00 p.m.

Minutes submitted by Randy Drost.