

AHS Building Committee, Communications Subcommittee  
Met 6/22/17 at 9am.

Present: Kathleen Bodie, Joan Roman, Amy Speare, Kirsi Allison-Ampe, Tobey Jackson (left at 10:35am).

**Website Contract Notes:**

Need to have website invoice sent to Arlington Public Schools.

**Minutes:**

Edited to remove "if possible" after ADA compliance; motion to approve by AS, 2<sup>nd</sup> KB, passed 5-0.

**FAQ:**

Need to add info re feasibility phase, fix email address.

**Motion:** to put FAQ as presented and edited on APS website, by TJ, 2<sup>nd</sup> by AS, passed 5-0.

**Website:**

Discussion of initial Navigation structure. Group felt following changes were important: move Team section to right, split News & Events into two menus (News, Events) both moving to left. Menu items for launch were selected. Need for ADA compliance reiterated. AS to give all info to designers with help from KAA.

**Social Media, Outreach Strategy:**

Group felt Facebook is main social media channel for present, and that focus of Facebook will be to promulgate the information available on the website.

Another outreach method will be via email. Still need to decide format (information? Formal newsletter?), frequency (on regular basis? As needed?). In meantime we need to set up an account to manage email addresses because it needs to be integrated into website.

**Motion:** Move to authorize AS to create an account for Mail Chimp or Constant Contact for AHSBC, spending under \$500/year, to manage email addresses for updates and information, by KAA, 2<sup>nd</sup> AS, passed 5-0.

**Blog:**

Concept of blog is to provide platform for committee to discuss some small aspects of project on ongoing basis, to provide public with insight and engagement in project. KB wants to discuss with Doug Heim, AS, KAA discuss technicalities with designer. Group feels this needs to be brought to full committee for decision.

**Website Hosting:**

Designer has suggested hosts, we will need to create an account with one of them for website building to commence.

**Motion:** to give KAA authority to chose and sign up with an appropriate host provider, with consultation with David Good, made by AS, 2<sup>nd</sup> JR, passed 4-0.

**To Dos:**

Set up facebook account when needed — JR

Deal with invoice – Karen T.

Have FAQ put on website – AS (via Claudia, Karen T.)

Link to FAQ for Committee website – JR

Include FAQ link in newsletter – KB

ADA compliance – KAA, JR

Site map changes – AS, KAA

Mail Chimp or Constant Contact account – AS

Blog – KB (discuss with Doug Heim), KAA, AS (discuss with designer)

**Next meeting:**

July 18<sup>th</sup>, 9am.

Meeting adjourned at 11am.