AHS Building Committee, Communications Subcommittee

Met 9/27/17 at 8:30am.

Present: Kathleen Bodie, Amy Speare, Kirsi Allison-Ampe, Tobey Jackson

**Minutes:**

Minutes of 7/27/17, 9/11/17 reviewed, motion to approve by KAA, 2nd AS, passed 4-0.

**Future Website content discussion:**

Committee reviewed draft of future website content created by TJ, AS and added some additional options as well as some potential publication dates.

“Meet the Committee”

* Who exactly is on the Committee and what can they do?
* Interested in skills assessment, think about writing aid
* Have info from applications
* Group felt there would be interest from public on this topic
  + decided it can be one of first bulletin articles
* Karen Tassone will begin this piece when she is back

“What is designer selection process, role?”

* Will ask Skanska for piece

**Blog Title:**

Alternatives reviewed, “Ponderings” felt to be best.

**Updates vs Blog:**

Updates

* Time sensitive
* Newsworthy
* Short

Blog

* “In depth articles on topics of interest” (will be blog tag line too)
* will be place to explore topics that are unfamiliar to public
* KAA, AS to write first blog post on designer selection, role using Skanska piece if appropriate

**Other communication channels:**

* Will ask Dr Janger to add “for more information on AHS project => website” to high school notices to parents
* Ask Joan to add it to Town notices
* KB to add it to superintendent report
* Aim is to increase visibility, knowledge of project
* Website and facebook stats reviewed

**Other assignments:**

* Motion: for AS, TJ to work on Feasibility study piece for Ponderings, made by AS, 2nd TJ, passed 4-0.
* Motion: for AS, KAA to create google calendar for content scheduling for committees use, only adding content, doing editing at meetings. Made by AS, 2nd KAA, passed 4-0.
* Future updates:
  + Arlington reps to MSBA = JT, KB, AC; applicants for designer

**Bulletin:**

* Discussion about purpose:
  + recap vs push everytime we have something new
* Decision:
  + wait until we have 2 or 3 items
  + will be recap of items (including short summary, link)
  + default timing = every month, no more than every 2 weeks if lots of content
  + AS to work on designing bulletin (banner, formatting)
  + KB can send info about subscribing to bulletin to parents
  + Aim at first bulletin Nov 1st

**Archiving documents:**

* Will be on APS website
* Links vs document
* Concern is re 5 to 10 years in future when AHSBC website does not exist

Next meeting scheduled for 10/19/17, 8:30am.

Meeting adjourned 10am.