

AHS Building Committee, Communications Subcommittee

Met 10/19/17 at 8:30am

Present: Kathleen Bodie, Amy Speare (Chair), Kirsi Allison-Ampe, Tobey Jackson, Joan Roman, Jim Burrows (Skanska), Victoria Clifford (Skanska)

### **Minutes**

Reviewed 9/27/17 minutes. Motion to approve by KB. 2<sup>nd</sup> by AS. Passed 4-0.

### **Introduction of Skanska**

- AS reviewed the purpose of the subcommittee's work and the project website: to provide information to community who is very invested and hungry for details.
- Bulletins are a way to push project information out
- Jim Burrows: Skanska did "Did You Knows?" for Winchester project – construction updates, upcoming decision. JB will send rough calendar of updates Winchester sent out.
- AS: main goal when creating content is to make things clear to the layperson. There's a sense of urgency in the community.
- DSB blog post. KAA: information will be split into two parts: 1) role of the designer; and 2) description of process. Goal is to make information easy to understand. People won't go to MSBA website.
- KAA: Blog software piece is still under construction. Timeline not clear.
- JB: Skanska can review blog write-ups for factual accuracy. Winchester project website has White Papers we could modify
- TJ will obtain feasibility study information from JB

### **Content Calendar**

- AS shared calendar. Photo carousel will go up next
- KB: suggested including video tours. Could ACMI do this? JR pointed out that ACMI takes a long time to finish projects.
- Advocate: we could provide them updates they could include as editorials JR: feed Advocate information they can report on
- Designer will be selected 10/24. Press released needs to be prepped to go out that afternoon. Skanska will provide information about the two firms that interviewed. If possible, include link to blog on the press release
- AS: inaugural bulletin will go out after designer is selected on 10/26
- Timing: 10/24: press released and announcement by JR with press release and information about website
- Meet the Committee blog: KT working on this. May or may not be included in bulletin.

Blog timing:

- DSB process – 10/19 (likely delayed)
- Intro to committee – 11/1
- Feasibility study – 11/13

[Type text]

Subsequent blog will be about the Educational Plan. KB and Julie Dunn will work on writing this. Publish by end of November/early December

AS shared draft layout of bulletin.

AS: should subcommittees be added to website? This content will be added to website (OPM selection, designer selection, communications, finance)

### **Old Business**

KAA continuing to try to get information about copyright issue

### **New Business**

AS: webmaster needed to do security patch words, updates, etc. KB to talk to Dave Good about this. Could Claudia do it? AS will first reach out to web designer about contract

How to track concerns/questions that come up in outlets (Facebook, A-List, etc.)? How to monitor and how to respond? AS will reach out to folks on Enrollment Facebook page. KAA will contact Paul Schlichtman about A-list email and Facebook. Next meeting: will discuss response team

Motion: for AS to reach out to Sean for webmaster service contract which KB will approve. 2<sup>nd</sup> by KAA. Passed 4-0

Next meeting scheduled for November 13<sup>th</sup>, 8:30am

Meeting adjourned at 10AM