

**MILFORD EXEMPTED VILLAGE SCHOOL DISTRICT  
COMMUNICATIONS COMMITTEE**

**DRAFT MINUTES - FEBRUARY 26, 2020**

**MEMBERSHIP ATTENDANCE:**

Mrs. Andrea Brady  
Mrs. Emily Chesnut  
Mrs. Nancy House  
Mrs. Wendy Planicka

**GUESTS IN ATTENDANCE:**

Mr. Dave Meranda

**MINUTES FROM LAST MEETING:**

1. Approval of minutes from January meeting

**INFORMATIONAL ITEMS:**

1. Publications
  - a. External -
    - i. Milford Matters was mailed to each district resident in February. 13, 402 copies were mailed and 3,000 extra were printed and will be made available at each building and used for other marketing purposes.
    - ii. As discussed last month, we are no longer sending out Board Highlights, since each Board meeting is recorded by ICRC and the video link is available on our website.
  - b. Internal -
    - i. We continue to send out the monthly Eagle Express E-Newsletter, which is our internal staff newsletter.
2. Social Media
  - a. Proud Milford Moment
    - i. We began showcasing exceptional academic and athletic successes by tagging them with "Proud Milford Moment" graphics on social media. We highlighted the band's performances at the OMEA conference and the cheerleader's win at the National

Championship. Those posts received many views and engagement. The committee discussed adding Milford Alumni to the list of potential future posts.

b. Teacher Videos

- ii. In March we will unveil a new series of videos highlighting our staff.

3. Website

a. BOE member profiles

- i. Board member profiles will be added to our website in March.

b. Admin profiles

- i. Administrator profiles will be added to our website in March.

4. Upcoming projects

a. State of the School District - March 18

b. Realtor Breakfast - May 1

- c. New resident mailing - Milford Matters will be sent to each new district resident along with a welcome letter from the Superintendent.

5. Discussion Items

a. March committee meeting -

- i. The March meeting is cancelled due to scheduling conflicts.

b. Strategic Message Plan

- i. Discussed developing a messaging plan around school district finances.