



RICE LAKE AREA SCHOOL DISTRICT
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Rice Lake, WI 54868

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

Monday, October 4, 2021
1:00 p.m.
MEETING MINUTES

- I. **Call to Order:** The meeting was called to order at 1:00 p.m.
- II. **Participants:** **Present:** Deanna Aubart, Randy Drost, Erin Johnson, Doug Kucko, Bert Richard, Sarah Turner
Absent: NA
Others Present: NA
- 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, March 1, 2021 [action]:** Deanna Aubart and Doug Kucko motion to approve the meeting minutes from Monday, March 1, 2021. All present voting yes. Motion approved.
- V. **Radio Advertising-Randy Drost:** Randy Drost provided an update on advertising package for the 2021 calendar year. There were some concerns with the coordination of advertising with the station.

Randy will be contacting Pete Neuser to request a draft 2022 calendar year advertising proposal similar in cost to this year's proposal. The draft 2022 proposal will be shared with the committee at their next meeting for consideration.

VI. Observances, Proclamations and Special Weeks of Recognition-Randy Drost/Erin Johnson:

Erin Johnson provided a brief update on the process being used for observances, proclamations and special weeks of recognition in the district.

VII. Marketing Plan/External Communications Update-Randy Drost/Erin Johnson: Randy Drost shared that the Marketing Plan has been part of the communications meetings he has held with Erin Johnson. We will hold off on revisions until we know more about possibly working with the Donovan Group.

Erin Johnson requested feedback on the best way to keep communications consistent, specifically when it comes to the first day of school, in-service days, etc. She shared how events such as these are currently shared on social media, but there may need to be more consistent communication coming from the building level to parents/families.

There was a request to consolidate and simplify the calendars on the district website as it is sometimes difficult for community members to find items.

There was a request to consolidate all of the Facebook/social media pages between the different school sports teams and groups (football, basketball, yearbook, etc.) This would help filter all information to one location and could be monitored and shared through the district social media only. This might also help the district avoid possible social media legal issues in the future. This will be an agenda item at an upcoming Policy and Legislative Advocacy Committee meeting, as well as the next Public Relations Committee meeting for further review. Marty Helgeson will be invited to participate in the discussion at a future meeting.

There was a request to have the district find a way to communicate with non-parent community members. There was discussion about including more information in the Chronotype, and including colored flyers in the Early Bird a couple times each year. Randy will look into the cost of including advertisements/flyers in the Early Bird.

There was a request to get a group photo at the Leaders of Character banquet on October 7th.

Erin Johnson shared that she is working with Susan Strouf and Heidi Carlson to promote regular attendance in the RLASD. They are looking at promoting attendance in a positive manner by requesting all students and staff share, "I love to come to school because..." and displaying the responses in the district. They will continue working on this to send out in the near future.

VIII. Donovan Group Communication Services-Randy Drost: Randy shared that we will contact the Donovan Group asking them to again provide a proposal and estimate similar to what we had reviewed in 2020. The proposal will be brought back to the committee.

IX. Other: NA

- X. Next Meeting Date/Time:** Once the draft 2022 radio advertising proposal is received as well as the Donovan Group proposal, Colleen will send out dates to hold the next committee meeting.
- XI. Adjourn:** Deanna Aubart and Doug Kucko motioned to adjourn the meeting. The meeting was adjourned at 2:13 p.m.

Minutes submitted by Randy Drost.