

**ISOA Executive Board Meeting
December 7, 2022
Minutes**

Present

East Lansing Monica Fink
Haslett Cammy Wheeler
Ingham ISD Jason Mellema
Ingham ISD John Wolenberg
Ingham ISD Micki O'Neil
Lansing Nino Rodriguez
Mason Gary Kinzer
Okemos Jayme Taylor
Williamston Sarah Belanger
Waverly Mary Ann Martin

Absent

Dansville Mike Kapp
Holt Rob Halgren
Leslie Mary Crowl
Mason Michael Kelly
Stockbridge Keven Numinen
Webberville Amy Coe

Jason Mellema called the meeting to order at 8:10 am.

School District PR & Communications

Micki O'Neil, Chief Communications Officer at Ingham ISD, shared information on the importance of public relations for school districts.

Integrated Communication Strategies

- Informative and Celebratory
- Consistent and Timely
- Cascading Model of Communication – Reach all Audiences

Social Media

- Important to have a communication strategy
- Watching social media is important
- Worldwide 4.62 billion use social media
- 74.8% over the age of 13 are on social media

Power of Storytelling

- If you do good things, tell people about it.
- Share the good things that are happening in our classrooms

Communication Examples

- Leadership Connections
- Staff Parent/Student News
 - Communications – Pick one day to send all communications. District sends one day, buildings come on another set day. Send after 5:00pm so parents know it's not an emergency.

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Examples Continued:

- Alert Systems – emails/phone calls/text messages
- Social Media Posts
- Website Updates
- News Releases
- Education Publications
- Presentations to Rotary, Optimist Club, Chamber Events

Community Outreach

- Our audiences are changing every year
- Regular communication is critical
- Attend community and business events
- Host community coffees
- Host event at your district, invite the community in
- Marketing Rule of 7 – takes 7 different interactions before people take notice/interact

Managing the Media

- Rule #1 – few in the media are your friend – they want the story
- Talking to the media is not your emergency
- Trolling social media is their new way to generate stories
- Get the story details before responding to the media
- Create talking points and stick to them. Don't let the media distract you to a different topic
- In a crisis, call in a team of experts for help.

Crisis Communication

- Create a crisis communication plan
- Write draft scenarios and communications needed
- Utilize communication experts, so you can focus on the crisis
- Designate a person to speak on behalf of your district
- Stick to the facts
- Communicate often during a crisis

The Ingham ISD Public Relations and Communication team is always available to assist with crisis communication. Contact - Micki O'Neil – moneil@inghamisd.org or 517.244.1212

Superintendents' Round Table Update

Dr. Gary Kinzer, Mason Public Schools Superintendent, provided an update from the November Superintendent Round Table meeting:

- Guest speaker – Jason Russell, CEO Secure Education Consultants. Discussion on safety and security in districts in addition to conducting district and service area safety assessments.
- Matt Kurta – Karoub Associates – Legislative update following the election and the upcoming change in leadership in Lansing.
- Deregulated students – discussion on students who need a lot of support and how to address it at the student, parent, teacher level.
- Cyber Security Presentation – discussion on increased cyber security efforts across the county following the cyber attack at Jackson ISD.

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District Updates

- ISD The Wilson Talent Center will host the parent/student Open House on December 14 from 4:30-7:30pm. This is a great chance to see the programs at the WTC and talk with instructors.
- Lansing The Lansing School Board approved the new strategic plan at the last board meeting. The next step will be the action plan. Good news that the schools/community is seeing less people being diagnosed with Covid.
- Okemos The bond passed on November 8, so the planning phase has begun. Developed a Listserv to reach those in the community who don't have school age students but are still taxpayers. So far 200+ have asked to be on the Listserv. The football field was changed to say Wolves. Committee worked on simplifying the elementary report card – so far there has been a good response. Per a grant from child and family charities, there is now a mental health provider within the high school – students can schedule private therapy sessions. DEI work is in full swing. School board has created an advocacy committee.
- Williamston Beauty and the Beast at the high school was a huge success. MS/HS Quiz Bowl team going to nationals for second year in a row. The district foundation had 350 people come to a Breakfast with Santa event. Elementary robotics team competed for the first time at Waverly competition with 47 other schools. Survey sent to families about wanting home covid test kits – 520 got kits before Thanksgiving break.
- Haslett The board election went well – will be welcoming two new school board members the first of the year. District events are in full swing with musicals, choir concerts, music competitions, and athletics.
- East Lansing The 7/8 band and orchestra performed at Burcham Hills. The HS science team competed and won first place at the Science Olympiad. Several students selected for the All-State band/orchestra. Several students performed with the Lansing Symphony Orchestra. The HS had a successful performance of “A Mid-Summer Nights Dream”. A student placed in the state diving competition. Tutoring program developed for MS and HS students. The Okemos HS band director won City Pulse - Top of the Town Best High School Teacher award. School safety assessments done in all buildings. The school board will have two new members joining in January.
- Waverly The district continues with the bond work and updating the schools. They will have three new board members join the board.
- Mason Elementary SE teacher received the Excellence in Education award sponsored by the MI lottery. January the district will start their strategic plan effort. The football team went to the semi-finals. In September, the district will open Steele Elementary School following the bond work. Series 3 of the bond will be MS/HS work – infrastructure work and investing in classroom technology. Two new board members in January.