

LBPSB Communications & Marketing sub-committee meeting – February 13, 2017 6:30 p.m.

I am the elected member representing parents on this board sub-committee whose mandate is to explore and advance marketing and communications efforts of the Lester B. Pearson School Board and its various services.

Members present:

Laura Derry (Chair)

Nan Beaton

Michael Chechile

Sharad Bhargava

Noel Burke

Wayne Clifford

Allison Saunders

Discussion took place regarding the following:

- the publication of the LBPSB Annual Report. How best to share and publicize this document? Looking to move beyond the “printed document”
- Discussion re the Communications Officer that the board is currently looking to staff. (Roles and responsibilities of new coms officer + reporting structure
- Who is the Board trying to reach? (Audience)
- How to market the successes of the Board
- How to market “learn English in high school instead of waiting to CEGEP/University”?
- Transportation Safety Week
- Hooked on Schools
- Communication between the board and the council of commissioners- keep commissioners in the loop when it comes to the messages being communicated to parents
- Better reporting of council activities (informal meeting summaries to be made available again
- Council news? Pearson news no longer exists. Should council put out a newsletter? I suggested that we are trying to target the same audience, therefore we should collaborate on our communications with them. I.e- include a word or note from council in the Parent2Parent newsletter. (see this edition with content from M. Davis and J. Arless)
- School websites continue to be rolled out.
- Fusion portal has been met with great success and positive feedback
- LBPSB website?

LBPSB Parent Committee Communications committee update:

The LBPSB communications sub-committee continues its mandate to keep the parents of the LBPSB community up-to-date and informed.

- The first edition of Parent 2 Parent for 2016-2017 was sent out March 1, 2017. There was some delay in getting it out and I'm hoping to smooth out the process for our next edition. Thanks to all who contributed to its production. Understanding that not all parents are online, Shane has made printed copies P2P available for reps to distribute to their parents. Perhaps suggest leaving a few copies in your school admin area.
- Parents.lbpsb.qc.ca continues to be updated regularly. Most of the newsletter content lives on the website and can be shared via social media channels. Our meeting reports are also posted on the site. There is a direct link at the bottom of the newsletter. You can also find them under "Our Reports" on the site.
- Facebook continues to be a wonder way to spread our message and reach our audience. Remember, SHARE SHARE SHARE!

Respectfully submitted by:

Allison Saunders – Parent rep Clearpoint Elementary
clearpoint_pr@lbpearson.ca