

*LBPSB Communications & Marketing sub-committee meeting – November 27, 2017 7:30 p.m.*

Committee Members in attendance

Flora-Lee Bendit	High School
Marie-Helene David	Elementary East
Pam Gareau	Elementary West
Shane Ross	PC Chair
Allison Saunders	LBPSB PC Communications Officer

*Marcus Hamaker (sent regrets)*

At the meeting of November 27, 2017, the members of this LBSPB PC communications committee discussed the following:

The LBPSB PC Communications Committee

- Who are we?
- Why are we?
- Responsibilities/Expectations

We examined how to organize ourselves in order to be the most effective. Discussed the support that the PC Communications Officer requires (help with social media publishing, website updates/improvements, newsletter)

PC Communication tools (What are we using? Why? Suggestions?)

- GAFE accounts/email
- Basecamp
- Facebook
- PC Website
- ERMS
- Newsletter

We examined our communications tools and looked at improvements. How can we leverage Fusion in our communication efforts?

The Communications matrix

- Who does what?
- Why
- Is there a better way?

We discussed ways that LBPSB are working to improve their communication activities with their stakeholders and how we can best support those improvements. We also discussed ways that some things can be improved and how we at this level can “show by doing”

Parent2Parent: A newsletter for LBPSB parents from the LBPSB PC

- Publishing schedule
- Content
- Editing
- Distribution

The next edition of Parent2Parent is scheduled to be distributed on Wednesday, January 10, 2018. Call for items. Please submit any items for consideration no later than **Friday, December 22, 2017 9 p.m.**

Respectfully submitted by:

Allison Saunders

LBPSB PC Communications Officer