

LBPSB Communications & Marketing sub-committee meeting – October 16, 2017 5:30 p.m.

Committee Members in attendance

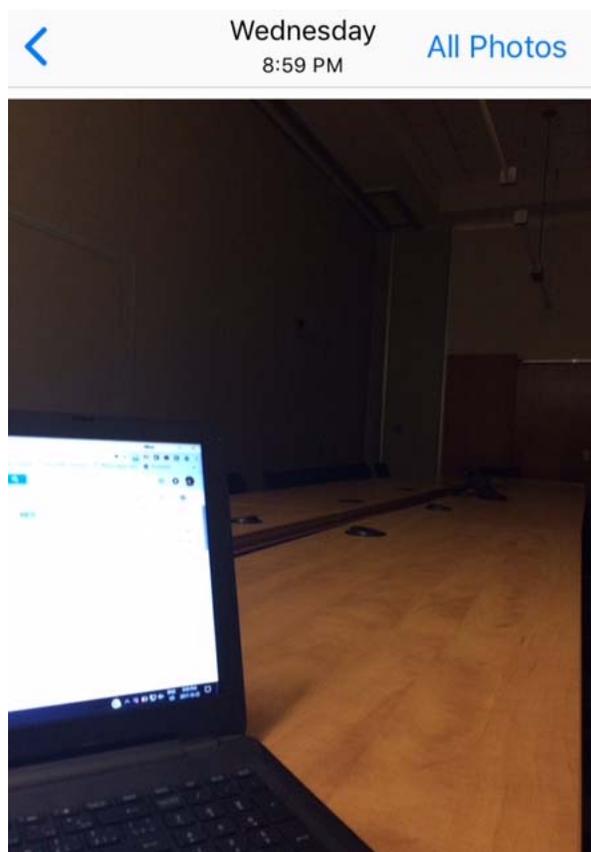
Nan Beaton	Parent Commissioner
Sharad Bhargava	Commissioner
Noel Burke	Commissioner
Michael Chechile	Administration
Wayne Clifford	Commissioner
Laura Derry	Commissioner
Jason Doan	Parent Commissioner
Jim Hendry	Administration
Stew Lazurus	Administration
Allison Saunders	Parent

At the meeting of October 16, 2017, the members of this LBSPB Committee discussed the following:

1. Promotion of the board's Annual Report
 - Media landscape has changed. Can't rely on the old methods.
 - Social Media? YouTube? Facebook video?
 - Target young families. Use the technology that they are using to communicate.
2. Webcasting Equipment
 - Jim Hendry, LBPSB Communications Officer notes that the current equipment (including cables under the floor) is aging and should be replaced.
 - Investigation of costs to replace the equipment is currently underway
 - Needs assessment—what kind of webcasting equipment is currently needed? For what activities. Can be used for more than just broadcasting council meetings.
3. Communications & Innovations Update
 - Jim Hendry, LBPSB Communications Officer presented a LBPSB FUSION* portal update.
 - Board was surprised by great volume of interim report cards requested and issued. Implementation in 22 schools with over 7000 interim reports published
 - Online payment for bussing was also successfully implemented with more than 2/3rd of bussing fees collected.
 - Resulted in a cost saving of \$10,000 in postage
 - Fusion will soon be able to show parents their balance owing
 - Looking to implement payment for fieldtrips
 - Facilities & Security crew now use QR codes for their inventory managed via Fusion
 - Easy file management (drag/drop)
 - Looking to implement emergency apps to replace ERMS
 - Can Fusion be used as a marketing tool? 85% of the LBPSB community are using Fusion. It was developed in-house. Has already shown significant cost savings for the board.

*see last page of this report for more information re: Fusion

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- Jim Hendry, LBPSB Communications Officer presented an update on LBPSB websites and the board website.
 - <http://www.lbpsb.qc.ca> is currently being worked on
 - S. Lacroix is building a new CMS (Content Management System) to manage the website
 - Large volume of content on the site to migrate
 - Many LBPSB schools have new websites. Commissioner Laura Derry noted that some however, are not well maintained/updated regularly
 - The Media
 - The protocol for media requests was reviewed
 - Current media include La Presse, TVA, Bell Media properties, Montreal Families, Montreal universities
 - Marketing Study
 - A marketing survey was sent out March/April 2017. The results were received in May
 - Administration reviewed the data.
 - Study and responses were shared with the committee for review. To be discussed at next meeting.
 - Approximately 4000 responses were received.
 - Update from Communications Officer S. Lazarus
 - Facebook likes increasing. Now over 4050
 - Pearson News is more people focused
 - International program- building profile across web / open house websites etc
 - L. Derry requested a platform for commissioners to better share info with their community/constituents. J. Hendry to share possible solution that can be easily implemented.



LBPSB PC Communications Subcommittee meeting October 25, 2017 7 p.m. – 9 p.m.

I received regrets from two parents who expressed interest in participating but were unable to attend this meeting. Invitation remains open to those who are interested.

Communications activities that need to be addressed this year:

- Parents' Committee website updates to date. Post relevant news, resources, information, links, reports (various), lists and contacts of parent reps and the PC advisory
- Keep the Parents' Committee Facebook page up to date with relevant news, meeting agendas, etc. Answer parent inquiries via the PC Facebook page
- Attend, participate in regular Communications subcommittee meetings
- Ensure that relevant and/or important information relevant to parents is available and easy to find.
- Bi-yearly Parent-to-Parent newsletter distributed via ERMS to all parents and guardians of students at LBPSB schools

Respectfully submitted by:

Allison Saunders

Parent Rep Clearpoint Elementary

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- FUSION allows you to drag and drop customizable desktop icons
- LBPSB tech team have 'mobile first' approach in developing FUSION
- FUSION incorporates elements of the previous SSO/Sharepoint
- FUSION is a portal for LBPSB employees and parents
- FUSION is secure. Accounts are validated each time you log in
- FUSION allows parents to access their children's data. Data is updated daily.
- FUSION will link with LBPSB Transportation. Bus late? How late? Be informed via FUSION
- FUSION provides access to downloadable LBPSB bus passes
- FUSION allows parents to access their children's report cards (live data) and offer two views
- FUSION provides parents with GAFE administration of their children's accounts
- FUSION provides access to class schedules
- FUSION allows schools and parents to manage parent teacher appointments. Can be done online

<http://clearpoint.lbpsb.qc.ca/GB/Minutes/2016-17/2016-11-09-Minutes.pdf>