



Public Relations Committee Minutes

Location: Board Room

Date: 1/17/2024

Attendees:

Time: 5:00 p.m.

I. Call to order


Maegan McConnell called to order the regular meeting of the Public Relations Committee at 5:00 p.m. on 1/17/2024 in the board room.

II. Attendance

Attendee Names: Maegan McConnell, Scotty Brown, Alanna Huck, Jeremy Byrd, Amy Coots, Eric Baldwin, Tracy Doughtie, Dave Messineo,

III. New Business

- a) Follow Up on Public Comment from 1/11/24 work session.
 - i) Mrs. Huck addressed public comments from the 1/11/24 work session.
- b) Overview of the WASD Website
 - i) Mrs. Huck presented a tour of the website and demonstrated how to use the search feature.
- c) The difference between the website and Facebook
 - i) Mrs. Huck clarified the district website, www.wellsborosd.org is the official place for information. She mentioned that many things also go on Facebook simultaneously, however, the official social media site for the district is the website.
- d) Wellsboro Gazette Coverage of school activities

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- i) Mrs. Coots noted the coverage the district is receiving by the Wellsboro Gazette in addition to the series that was written by Natalie Kennedy on the Career and Tech Ed programs. She specifically noted the recent articles on the robotics team and women in ag meeting.
 - e) Other ideas to promote the school district.
 - i) Several ideas were tossed around to get the work out about the WASD. Ideas included newsletters, making sure parents update their emails for quick email blasts, begin using a suggestion box for feedback that could be placed in each of the offices across the district.
 - ii) Mr. Brown suggested that students who are interested could upload information to the website.

IV. Old Business

V. Public Comment:

- a) Tracy Doughtie noted the information on the Wellsboro Homepage and Wellsboro Gazette was good information. She also suggested the following ideas:
 - (1) Place the committee meeting minutes on the individual committee pages on the website.
 - (2) Bios on the website of all the teachers
 - (3) Town Hall Meetings
 - (4) The use of Instagram
 - (5) Use of a Newsletter that would come out 2 times per year that would go to all community members.
- b) Mr. Messineo noted the importance of the parent and school relationship.

VI. Adjournment

Maegan McConnell adjourned the meeting at 6:00 p.m.

Minutes submitted by: Alanna R. Huck

