

Public Relations/Media/Board Relations
BLACK HORSE PIKE REGIONAL SCHOOL DISTRICT
Engaging Students, Fostering Achievement, Inspiring Excellence

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Minutes

Thursday, November 13, 2014
Highland LMC Office, 5:00 p.m. to 5:30 p.m.

- A. Welcome
- B. Spotlight Newsletters
 - a. 2013-2014 published Spotlight newsletters had a change of increase of 33% over 2012-2013
 - b. 2014-2015 estimated Spotlight newsletters publications forecast to have an additional 25% change of increase
 - c. School and District news via the Spotlight Newsletter publication is operating at its highest levels in regards to sharing information with both the school community and local communities
- C. Twitter
 - a. In reviewing the groups who are following the three schools, it was noted that local police enforcement, local media, colleges and community (local and global) businesses are following and supporting the local schools
 - b. Follower counts are on the rise, but vary by school
 - c. Library secretaries will be encouraged to build their respective follow-base
 - d. Requests by the committee were made to see if it would be possible to:
 - i. Use the Blackboard Connect system to develop interest and awareness of the local school Twitter accounts;
 - ii. Use the local school billboard to broadcast the local school twitter account to the community at large;
 - iii. Seek interest from the Director of Athletics to see if they want access to tweet daily sports game times and locations;
 - iv. See if articulation efforts would support our following our Sending School Districts as well as have them follow us to share happenings more readily;
 - v. See if 8th grade orientation can highlight local school Twitter accounts;
 - vi. See if Superintendent would consider adding the Twitter accounts to the District and School Letterheads so that all communications share that as part of the address
- D. Miscellaneous
 - a. Upcoming event to publicize: Ribbon Cutting of the new Robotics Lab at Highland