

**Glenbrook High School
Minutes from the
September 23, 2009
Communications Meeting**

Members Present: Boron, Freeman, Riggle, Taub, Wegley, Williamson

Members Absent: Caliendo, Hammer, Pryma

REVIEW OF CURRENT WEBSITE

- ✓ Need to train and encourage people to publish
- ✓ Need to train people on the flow of communication
- ✓ Ability to subscribe to RSS feeds
- ✓ Allows the district to build an archive of information
- ✓ Need to decide what future topics we would like to create videos on (currently there are videos for the referendum and facilities)
- ✓ Broadcasting students assist in video production – this has already been integrated into the GBN curriculum

CURRENT MEDIA CONCERNS

- ✓ What is the future of current media?
- ✓ Everyone now has the capability of publishing information

COMMUNITY AWARENESS OF OUR WEBSITE

- ✓ Concern regarding outside community getting to our website
- ✓ Importance of creating a brand (ie; D225.org)
- ✓ District has reserved entities on Twitter and Facebook
- ✓ Necessity to advertise website
- ✓ Possibility of putting website address on our buildings
- ✓ Post signs at local libraries
- ✓ We will identify domains we own and have ALL our domains point to our current location
- ✓ We will put our website on all outgoing paperwork (tickets, calendars, etc.)

SCOPE OF COMMITTEE

- ✓ Realize we cannot rely on current print media
- ✓ Evaluate our current internal media (Connections – cost and effectiveness)
- ✓ Determine district media plan

OTHER

- ✓ Look into putting electronic signs on our buildings (GBN, GBS and 3801)
- ✓ Poll community to see what information they want
- ✓ Review the scope of the Director of Community Information position
- ✓ Make sure that we are putting information in more context

Future meetings will occur on a monthly basis. The next meeting will be held on Wednesday, October 7th at the District 225 Office Board Room at 7:00 a.m.