**Iowa 21st Century Community Learning Centers**

**Communications and Engagement Committee**

***Meeting Agenda***

March 11, 2020

11:00am

Join by phone:

1-515-604-9985, passcode 123766

*Please mute your phones as to reduce background noise.*

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**COMMITTEE MISSION:** This committee keeps current with 21CCLC activities and best practice examples occurring across the state and communicates examples of high-quality afterschool programming on a regular basis.

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**2019-2020 COMMITTEE GOALS:**

* Meet every other month.
* Share successes/resources with all.
* Develop templates for communicating the importance of 21CCLC programming to different populations or stakeholders (ex. parents, press, legislators, community partners, administration, etc.)

**ROSTER**

|  |  |  |
| --- | --- | --- |
| NAME | SITE/SCHOOL | MARK FOR ATTENDANCE |
| Beth McGorry | St. Mark’s |  |
| Mel Hostetler | Iowa City CSD |  |
| Erik Nelson | Iowa City CSD |  |
| Kelsi Stanley | Des Moines Public Schools | x |
| Georgia Beeman | Des Moines Public Schools |  |
| Aileen Hunnell | Des Moines Public Schools |  |
| Chuck Benge | Fairfield CSD | x |
| Sabrina Witt | Clinton CSD |  |
| Beth Malicki | Kids On Course/Cedar Rapids |  |
| Barb Schmitz | Oelwein |  |
| Amy Hawkins | Dubuque CSD |  |
| Jacki Lambe | Dubuque CSD |  |
| Mae Hingtgen | Dubuque CSD |  |
| Chelsea Szczyrbak | Boys & Girls Club of the Cedar Valley |  |
| Fernando Perez | SHIP |  |
| Elena Zalar | Council Bluffs | x |
| Rachel West | DMPS | x |
| Vic Jaras | IDOE |  |
| Crystal Hall | IAA | x |
| Other/Guests |  |  |

**AGENDA ITEMS**

|  |  |
| --- | --- |
| **Agenda Item** | **Notes** |
| **Due to low attendance those that called in simply talked through what has been working for their sites when communicating with parents.** | Rachel and Kelsi from Des Moines indicated that the most effective ways they communicate with parents is through newsletters and text messaging. Kelsi indicated that there is not a template that is used across the District, but instead each site can design it to meet their needs. Kelsi also stated that she enjoys using Publisher as the platform for her newsletter as it allows for more design elements. Chuck from Fairfield also stated that they use a newsletter that is sent home with their program kids but that the school’s newsletter also uses components of the program’s newsletter in their monthly publication. This is a good way to spread the word about recruitment.  Crystal asked if each of these three members would mind sending her their most recent newsletter so that if asked, she can provide a new site with an example on which to build. |
| Updates on the community partner template for consistent messaging. | No updates (from Chelsea) but there is a phone call scheduled. |
| Other/Open Agenda | None. |

**WORK PLAN**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Deadline** | **Activity** | **Who’s Responsible** | **Outcome Expected** | **Notes for Implementation** |
| TBD | Development of a community partner template. | TBD | Creating a template for sites to use when reaching out to local businesses and organizations | Requested by the Program Support Committee  Beth mentioned her site does corporate sponsorship information and that there are tools out there to use. Canva is a free software that Beth uses for 90% of reports and letter-writing for her site. |

**NEXT MEETING DATE – May 20, 2020 at 11am**

**ADJOURN**