



## **Sacramento Public Information Officers/Communication Directors**

**Thursday, December 6, 2018**

**SCOE**

**10474 Mather Blvd, Mather, CA 95655**

**Staff Room 3**

**12:00 –2:00**

### **Meeting Notes:**

**ITEM 1: Introductions**

**ITEM 2: SCOE Presentation: Sacramento COE and District Support for Butte County schools**

Tim Herrera of SCOE went to help assist Butte County during the wildfires. There was a very small communications department and a huge need for more people to help get the word out. A few of the lessons that Tim learned from this experience are the need to have an up-to-date communications plan. Tim encouraged the group to review their plans and ensure that there is a point person for each area as well as a central hub where all the point people can meet to help ensure there is communication. Tim also suggested having a funnel, one person who can answer all of the incoming inquiries and direct them to the correct person. It is important to have connections and a plan before you need them so Tim suggests reaching out to agencies and people within your district and area that you may need support from if something should happen in your area.

Some of the projects Tim helped with while in the area were setting up an online newsletter and daily feed to get the information out to the community. There was also a press conference that was recorded and aired. Tim has made multiple suggestions for changes in positions for the county communications depart after they are able to recoup.

Since the wildfires there has been a huge drop in students, only a little over 60% have returned and distance learning has been a huge resource for the schools.

Many of Sacramento County Districts have created partnerships with the schools in Butte County and plan on visiting the schools for pep rallies to show support. Folsom Cordova also had a group of Middle School students that were going to visit. Visits to Butte County Schools will continue throughout the year.

**ITEM 3: Collaborative Projects**

#### **ITEM 4: Round Table Sharing**

Elk Grove – Created PSA to create awareness around why you should take the LCAP survey. The video includes what it is, why you should fill it out and how to fill it out. Campaign fits into Family and Community Engagement Framework.

#### **ITEM 5: SECC:**

##### **SEVA Labs Promos:**

SECC has been putting together videos to highlight the SEVA Studios at participating schools. Every other week SECC will highlight a program on their website. Webpages will also be created on the SECC website.

##### **Family Engagement Forum**

The Family Engagement Forum is a group of representatives from each district's FACE or Parent University department. This group gets together four times a year and would like to have a joint meeting with the PIOs to discuss current and future projects. The forum also has programming that is shown on SECC's channels weekly.

##### **SEVA Teacher of the Week**

Each week SECC highlights one SEVA teacher on their website and social media pages. Abby has been sharing these with the PIOs prior to them being live on the website. This is SECC's way of saying thank you to all of our amazing media teachers and showing them just how much they mean to the community.

##### **SECC Holiday Open House – December 11<sup>th</sup>!**

##### **Production Van**

SECC has purchased its production van. It is currently being retrofitted and it is their hope to have it available for use starting in February. This will be a great tool to help SECC give support to the districts, but it will also be a great learning resource for students. Everything that is being purchased is meant to be used and SECC can't wait to get students involved.

##### **NAB (include attachment)**

SECC will be attending NAB this year with a group of media teachers. This is the go-to broadcasting and media conference in terms of technology. See the attached flyer for more information.

#### **ITEM 6: Identify Future Agenda Items:**

#### **ITEM 7: Future Meetings – 2018-2019 Calendar (Thurs 12:00-2:00)**

**February 7, 2019 - TBD**

**April 4, 2019 - TBD**