



Sacramento Public Information Officers/Communication Directors

**Thursday, February 7, 2019
Natomas Unified School District Office
Teacher's Resource Center
1901 Arena Blvd
Natomas, CA 95834
12:00 –2:00**

MEETING NOTES

ITEM 1: Introductions

ITEM 2: Natomas Presentation

The PIO department of Natomas has grown from a single person to 3 Jim, Jeff, Lauren. Lauren Schnitzler recently joined the team at Natomas as a webmaster. The biggest challenge she has faced is keeping up with ADA compliance on the website. Before Lauren started there were many hands that touched the website, so Lauren has to go back and ensure all previous documents are ADA compliant as well as keeping on top of new content. Lauren does use a content management system, but they do not offer ADA assistance. Jeff McPhee is also a part of the team and focuses on video. Jeff has been working on multiple video projects for Natomas and has others that are coming up this month including College Signing Day, a Martin Luther King Jr. Presentation and an eight-part series on career tech programs presented by Janet Napolitano. They will roll out the videos starting with one on their website this week and will continue to have one a week going forward.

ITEM 3: Collaborative Projects

ITEM 4: Round Table Sharing

Websites/ADA Compliance – Kaitlyn of Sac City College said that community colleges face the same challenges with ADA compliance as Natomas. There is a huge challenge with PDFs and they are very cautious about linking to other resources outside their website as they are often not ADA compliant. Two of the community colleges and the district sites are on the same content management system which should help. Kaitlyn has also noticed

that finding information on the Sac City College page for students is very difficult. The staff originally wanted their resources on the website that has made it extremely difficult to make the site student friendly.

Graphic work: Jim Sanders asked the group about references for graphic design. The group agreed that it is important for there to be a similarity/commonality in graphics across the district so that anyone who looks at the graphic knows they are related. Also discussed that having Superintendent involvement and support is key. Galt Elementary had a lot input from their Superintendent and that made it much easier when they released the logo because others bought in knowing the Superintendent was behind it. Suggestions for graphic design work were: Three Fold, Stevenson Media as well as Makerspace at Sac City Community College. Tom Cappelletti is the contact for Makerspace which has graphic design students who are working on internships and need to do a certain number of hours.

Student Releases – Districts are having difficulty tracking and retaining the releases that parents sign. Los Rios is able to do theirs digitally because most students are over the age of 18 and can sign for themselves. Younger districts are sending the releases home with the students in the beginning of the year but have a difficult time knowing when they go in to film who has returned them and who has not. Robla planned about a month in advance for the STRINGS concert to ensure they had releases for all of the students who participated.

Social Media – Robla is most successful with Instagram and YouTube. For Sac City College Instagram is the most popular. They use twitter to reach out to those that have visited the campus in the past and to connect with outside groups. Kaitlyn uses Hootsuite for Facebook and Twitter, especially to schedule out postings in the future. There is a challenge when it comes to tagging people.

Robla – Robla has been working with a PR Consultant to get their name out there. A Charter School recently was built right in their backyard so Robla decided they needed to let people know who they are. The PR consultant has helped create five 30 second spots to showcase each location. The district is also recording any large event and sharing it with the community. Some of these events include an event in the beginning of the year for the district's large population of homeless youth and parent empowerment

dinner that occur twice a year. The biggest issue is reach, trying to get out as far as they can.

Los Rios – Sac City College has a program called Pathways to paychecks which consists of day long activity sessions where High School students who are already getting an education for a particular career can visit the community college and see what classes would be like. Students spend the day on what they would want to participate in. Career education moving students into career fields. Kaitlyn thought this could be a good fit for video students.

Galt – Jennifer is currently working on an Arts Innovation Planning Grant. She is working with art teachers around VAPA. Looking at how to bring the makerspace and SEVA studio programs into the normal school day schedule for students. The group knows that it must be meaningful and know how important art education and expression are. Biggest challenge is to get teachers to want to leave their classrooms. Jennifer would like to figure out how to motivate them and get their classes to the other resources that are available. Kaitlyn suggested reaching out to Sac City College and Sierra College as they both have developed Makerspace programs.

ITEM 5: SECC:

SEVA Labs Promos

SECC has been out shooting profile videos of the SEVA Studios. This content will be used along with the SEVA Teacher of the Week videos to create a webpage specifically related to each site. The completed pages are linked to the SEVA Studios page on SECC's website. It is SECC's hope that this resource can be used by anyone in the district to showcase the great work these studios are producing.

Family Engagement Forum

The Family Engagement Forum is still meeting at least four times a year to discuss projects in the districts around parent education and involvement. Liz of SECC would like to get all of the committees together at an event to help further encourage collaboration and communication. There is an idea in the works that she will be discussing with the board next week.

SEVA Teacher of the Week

The SEVA Teacher of the Week program has been receiving great feedback. These are great pieces to showcase what the media teachers are doing in our districts.

SEVA Judging

SEVA judging will take place March 4th-8th with a possible rollover into the 11th-14th. Doug will be reaching out shortly for volunteers.

ITEM 6: Identify Future Agenda Items: Location for next meeting

The next meeting will be held at Robla.

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

April 4, 2019 - Robla