



Sacramento Public Information Officers/Communication Directors

**Thursday, December 5, 2019
12:00pm –2:00pm
Elk Grove USD
Conference Room B
9510 Elk Grove-Florin Road**

MEETING NOTES

Elk Grove Presentation

Elk Grove has ideas for several regional projects the group could collaborate on.

The first idea is a concentrated effort to recruit bus drivers, possibly through a job fair. The recruitment would most likely be for new bus drivers, as veterans have so many different options. If there was a generic video in English and Spanish, the last slide could discuss participating sites. Would need to convince new and young people to become bus drivers. San Juan hosted an event and had a decent turn-out but a more central location may have better results. A Bus Rodeo and ride alongs may help get more applicants. Elk Grove offers paid training for bus drivers with set curriculum and it is one of the highest certificates that you can get. There is additional training to drive special education bus.

Kindergarten transitional registration. January 9th is the date to come pick up welcome packets for Elk Grove, which includes registration for kindergarten. Sacramento Library was happy to share information and Xanthi thinks there will be many more agencies that would be happy to help. Elk Grove currently has a 20 second video help promote registration. Deidra Powell from Natomas had Sac State Seniors work on marketing materials for early education including PreK and TK for their district.

Elk Grove is currently working on a rebranding campaign. The district used the perspective of students, families and staff during to start this two-year process, they are just starting the first year.

Census 2020 – Xanthi got the media kit, tool kit and contact info to be able to share with sites. Board put out resolution to get involved with the count and the district will be promoting what grant writers need. Galt is also doing big push, really focusing on educating people about the census and

why it is important. Galt received a grant through SCOE to share out the education.

Round Table Sharing

Natomas – Jim Sanders retired, and Deidra Powell has taken over his role. Deidra created a podcast with 8 episodes airing so far. The district likes the podcasts because it is easy to measure how many downloads and where. So far, the engagement has been good. All episodes are under 15 minutes and there are two a month. Put in Newsletter, stand-alone email, social media and website. District uses Podbean which also tracks analytics and distributes to different outlets.

Robla has used podcast for fourth graders where they become the animal expert on the animal they did their report on.

Folsom Cordova is redrawing feeder patterns. Middle Schools were the same size but feeding into two different sized High Schools. Also going through budget attrition so need to trim with minimal impact in classroom and to staff. One method that has been successful is to collapse a position after retirement as well as early retirement incentives for certificated teachers. Health Framework that came out in the spring caused confusion around what was going to be introduced at schools. The district communicated on all of their channels what was actually being done and did parent forums at every elementary school to help share awareness.

Next Meetings: Thursdays, 12:00-2:00

February 6, 2020 – Los Rios

April 2, 2020 - SCOE