



Sacramento Public Information Officers/Communication Directors

**Thursday, September 3, 2020
12pm-2pm
Via Zoom**

Meeting Notes

Introductions

Jennifer Collier (Galt Elementary)
Elizabeth Zelidon (San Juan)
Xanthi Pinkerton (Elk Grove)
Sundeep Dosanjh (Elk Grove)

Galt Elementary Presentation/Update

Jennifer Collier – Jennifer was inspired by fireside chat format to create Galt Elementary Checking In videos. These unscripted videos are about five to six-minute videos and are created through Zoom. Jennifer hosted the first video featuring the Superintendent, Board President and the Board President's daughter. The video was launched before school started and there has been a positive reaction so far. During the video Jennifer asked about distance learning, positives during the pandemic and what the two were looking forward to. SECC helped put the final touches on the video including front and tail graphics as well as lower thirds. SECC also arranged the closed captioning of the video which Jennifer then had translated. The second video features SEVA Teacher Karen Albert's presentations on google classroom. Galt is already planning a new video to be released by September 11th that will be about library book checkout to students. The videos are all about getting positive information to families quickly and easily through YouTube as well as the cable channels during Galt's district block.

Round Table Sharing

Elk Grove – Sundeep Dosanjh: Elk Grove has a portion of EGU News called Student Voices where students come on and share their thoughts, opinions and stories.

Xanthi Pinkerton: EGU News took a little break over the past few weeks as school started but the district is getting ready to start up again. The district noticed in the beginning of the pandemic, when schools weren't able to talk to

families, EGU News filled the gap but it is not needed since school has started. Found that video was very helpful to provide context and to ensure that messages come off with the correct tone whether it be positive or more serious. Families were also text tired, so it was beneficial to have a different format. The district will be using Q&A format to cover topics such as checking-in about distance learning, attendance, activities on campus that are being reimaged, behavioral and mental awareness over the next few weeks. Xanthi is also working with others at the district to create a chart that shows the stages/phases of students that will be allowed to return to receive services. Each wave will have restrictions.

San Juan – Elizabeth Zelidon: San Juan is starting with Care Solace, and the district is working on communication plan to share out information. The district is also working on shout outs to highlight teachers that are going above and beyond during distance learning. There was a group of 20 teachers that got together to put together lessons for the beginning of the year over the summer and these teachers have been helpful in finding who should be highlighted. Teachers are being showcased through graphics and video that are shared through Social Media including Instagram and Facebook.

Natomas – Deidra Powell (Emailed Statement): It's been super crazy with working and informing parents in a Distance Learning format. And while we are doing that, we are preparing for a whenever possible return.

It's hard to predict the future - things change so much in this environment. One thing that we did that is working well for us is Digital Backpacks. With pushing out so much information, we knew our families were having a hard time keeping up, so we created Digital Backpacks for each school so all those announcements that students used to bring home in the backpacks days are located in the Digital Backpack.

We are showing the different ways teachers are teaching in Distance Learning and we're going to start shooting videos of what the physical school campuses will look like with all the safety precautions whenever we return.

Those are a couple of things that we have been doing in support of communicating.

SECC – Jessica Rhodes: SECC has been working with several districts to capture Superintendent Messages over the last few months. The first message was with Galt and since SECC has captured messaging from Elk Grove, Robla, Folsom Cordova and Sac City. While speaking with the Superintendents SECC staff asked additional questions relating to the pandemic and what the district has been through/what the future might look like. SECC is working to pull these statements together into short, under a minute and a half pieces, that can be

shared on the channels and social media. If any districts have similar statements they would like shared out please send them in.

Liz Rhodes/Doug Niva: SECC has reimagined the annual Student Media Day into the 2020 SEVA CON. SEVA CON will be a reoccurring event every other Thursday starting on September 10th. SEVA CON will allow students to connect via Zoom and learn new skills, participate in virtual field trips, connect with industry professionals and more! Visit www.secctv.org/seva/training/sevacon/ to register and for more information. ,

SEVA Labs have also been re-imagined. SECC has submitted the 2020-21 PEG Funding request to the Cable Commission with the intent of being able to continue the SEVA Lab program at home. SECC reached out to SEVA Teachers earlier this year and asked what the biggest need in this new distance learning model is. Teachers came back with a resounding need for equipment their students could use at home including equipment to help students use their cell phones for shooting. SECC gathered all of the requests and including them with the proposal to the Commission. Some equipment has already been purchased using unused funds from previous years. SECC can't wait to see students at home studios that they create with this new equipment.

Programming Times

SECC has reinstated programming times for all districts. Jessica Rhodes sent an email out to everyone confirming the times. These blocks are very flexible and can be adjusted depending on district needs. Jessica will be sending out the suggested blocks for October within the next week for approval.

Production Letter (Attached)

The Family Engagement Forum requested a letter from SECC introducing the organization and explaining the production resources available to membership districts. SECC has put together a one sheet that can be given to those within the district that might not be as familiar with the benefits offered to members. SECC is requesting for PIOs to review the letter, which is attached, and share any feedback with Jessica.

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

November 5, 2020 – Folsom Cordova

February 4, 2021 – San Juan

April 1, 2021 - SCOE