



Sacramento Public Information Officers/Communication Directors

**Thursday, December 16, 2021
12pm-2pm**

Zoom Meeting

Meeting Notes

Round Table Sharing – New Year, New Projects

Xanthi Soriano (Elk Grove) – The district’s communication team is transitioning out of COVID and trying to focus again on education and learning. The Superintendent message was just sent and will be rolling out open enrollment campaign. The team will be starting recruitment in the new year. Trying to spend ESSER funds on professional development and resources.

Angela Griffin (Folsom Cordova) – Working on dispelling social media outbreaks. Employee recruitment will be a big focus as there are a significant number of large gaps. Currently going through re-districting with trustees. The district has also been celebrating receiving State Superintendent of the Year since May.

Lisset Mijares (Natomas) – Natomas has had lots of messaging to families.

Heather McGown (Robla) – Robla had the first community wide vaccination clinic a few weeks ago at a school site. Planning on continuing through the new year. Handed out flyers during parent teacher conferences which has been successful. Gearing up for event in partnership with Roberts Family Community Development Center for MLK dinner, will be virtual. Focusing on trying to get more parents to attend events.

Elizabeth Zelidon (San Juan) – Holiday events coming up as well as hiring marketing campaigns that will start in January. Currently doing a video series that is professional development for teachers. Having veteran teachers share their tips and best practices with others. Hoping to have some in-person ribbon cutting ceremonies next year.

Open Enrollment

Robla – District wants to build awareness by bringing Robla out into the community. Will be getting signs that can be used as lawn or in-window signs that say “proud parent” for the community to be aware of their existence. Working

on student and staff recognition including posters that will be posted in community areas such as stores. Still waiting for approval on an ice cream truck to go out into the community to bring cheer and possibly have at vaccination clinics.

Elk Grove – Open enrollment is more about keeping students at their schools as well as transitions from private schools. The district looks at migration patterns in the district to track where movement will be. Pre-K to K is the only true enrollment of bringing in new students.

Regan Learning Opportunities (Xanthi Soriano)

A goal for the district has been to make communications more reflective of communications that you would see in other industries. PIO training really only covers crisis communications and doesn't cover the other areas that are vital. Speech writing, social media, branding, marketing, internal communications and more are areas that are also needed for a successful district. With ESSER funds the district had the ability to look at professional development especially around including diversity, equity and inclusion in communications. Skills in communications is missing in the district. Hoping to build capacity using Regan Communications and Trinette Marquis' book. Focusing on Principals, Managers and Directors or anyone that has a passion/skill for communication.

SECC Update:

SEVA Opportunities for Students and Families

SEVACON - <https://www.secctv.org/seva/training/sevacon/>

SEVAFest - <https://www.secctv.org/seva/training/sevafest/>

SEVA Contest Entry Form - <https://secc.wufoo.com/forms/2022-seva-contest/>

(Entries due Friday, February 11th, by 7pm.)

Identify Future Agenda Items:

Internal Communications and Wellness

Diversity, Equity and Inclusion

Enrollment (How to Keep Community Informed and Transparent with Budget)

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

February 17th – San Juan

April 21st – Elk Grove