



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

**Thursday, February 17, 2022  
12pm-2pm**

### **Zoom Meeting**

#### **Meeting Notes**

##### **Round Table Sharing –**

San Juan – Did wall signing at Barrett Middle School. Had news coverage of in-person event with students.

SCOE – Positive coverage of mental health initiative.

Galt ES – Jennifer Collier was invited to participate in fireside chat. Received funds to expand from 3 schools to 7 for expanded learning so spoke about that and has now expanded to further conversations with others about using funds in smaller districts.

Robla – Working with community partners to get information into media. Worked with Sac Republic during a game where they were highlighting students in STEM. Also did story around holiday giving in December.

##### **San Juan Presentation – Ely Zelidon**

In 2021 district released 51 videos. Including 20 distance learning shoutout videos highlighting a different school each week. Moved to hybrid videos when back in person and summer program highlights, which included 7 videos about various programs combatting learning loss.

Videos coming in the future include grants, bonds/construction, community partnerships, CTE, school programs, in-person activities.

##### **Graduations**

SECC plans to livestream graduations again this year. Jessica has reached out to gauge interest from districts. SECC has set a deadline and will confirm the schedule with everyone after that.

**SECC Update:**

SEVA Award Night – Date Change: Sunday, May 1<sup>st</sup>

Award Night will be back in person this year. The event will be held at the Scottish Rite Center. SECC encourages all PIO's to attend. In preparation of the event SECC will be highlighting past winners, this year's finalists and more on the channels.

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

April 21<sup>st</sup> – Zoom (Host: Elk Grove)