

**Board Subcommittee for Communications Meeting
September 6, 2013 - Board Room, 11:30 a.m.
131 W. Nittany Avenue
State College, PA 16801**

I. Call to Order and Pledge of Allegiance

The meeting of the Board Subcommittee for Communications was called to order at 11:34 a.m.

Present: Amber Concepcion, Penni Fishbaine, Jim Leous, Julie Miller, Bob O'Donnell, Wilda Stanfield, Scott Thomas, Kelly Wilkins

II. Community Forum Agenda for Sept. 11, 2013

The committee members reviewed the draft agenda and order of presentation as follows:

- Overview of forum
- Board decision about final concept and budget
- Educational model
- Educational specifications
- Final concept overview by the architects

The group had a discussion of hosting the forum in the Cafeteria vs. having it in the Auditorium and decided to hold the forum in cafeteria. Ms. Miller would adjust the ad to read accordingly and the announcements on the website would be edited.

**III. Updated High School Project Communications
Interim Flyer Changes for short-term (next 3 weeks)**

The committee members discussed the following changes:

- Move Final Concept to Front and Center - big image - this is State High Future
- Make significant changes to catch people's attention with color
- Add educational program information
- Revise any tax implications
 - Total Project Cost vs. Referendum Cost and wait for next iteration of materials
- Add \$115 million and eliminate \$120 million

IV. Outside Graphic Design Firm

The committee members had a discussion regarding additional expertise for broad reaching materials brought in for strategy and consistency with communications, and helping with production for project specific work for the High School Project. This would be contracted services and not district employees. A meeting will be set up with Dr. O'Donnell, Ms. Concepcion, Ms. Miller and Ms. Stanfield.

V. OpEd

The committee agreed to move this from September to October and it was decided that Dr. O'Donnell and Mr. DeShong would be the authors for this piece on, "How do you make a big school small?"

VI. Other items Discussed

Ms. Miller will email the Community Engagement Action Team (CEAT) to remind them about the meeting and forum next week, and Dr. O'Donnell will email all parents with an update.

VII. Adjournment

The meeting of the Subcommittee for Communications was adjourned at 1:10 p.m.

Submitted by,

Julie Miller