Name of Committee: **Communications Committee**

Chair: Yeages Cowan

Committee Members: Garrick Yau, Mini Varughese, Adam Lee, David Griffith, Jenn Sawin, John Seelke

* Held our first monthly meeting on October 21, 2020
* Website:
  + Garrick Yau and I spent some time looking at our website, working through a plan and a new look for the new website.
  + Met with Cynthia to go over purpose and goals for our website, as well as a “look” for our new website.
  + Next step: deep dive on every facet of our website, in order to build out a plan.
  + After that, we will engage a consultant.
  + Our timeline is January for a new website, which is ambitious but important.
* Facebook:
  + The MCCPTA official Facebook page will be opened up to VPs/Committee Chairs so that events/announcements can be posted directly on our page.
  + The MCCPTA COVID-19 FB group is becoming increasingly divisive and off-topic. Gillian and Laura, together with Cynthia and I moderate this page, but it honestly is very time-consuming because of the level of toxicity. Need to consider how to rework and rebrand this group.
  + This month:
    - Mini has started working on protocols for setting up FB Groups and rules to be followed (document to be prepared and distributed to everyone – in the planning stages at the moment).
    - This coming month:
      * Rework the MCCPTA official page;
      * Identify who will be entitled to post on the MCCPTA official page;
      * Prepare rules of the road document for postings;
      * Consider how to rebrand MCCPTA FB Group and the COVID-19 Group;
* E-lists:
  + Publicize the ‘secretaries’ e-list
  + Considering an e-list that allows information to be pushed out to people, as opposed to message boards.
* Whats App: A core two-person working group has been formed to figure out how we can utilize Whats App to reach underserved communities.
* First Monthly meeting with MCPS Communications Team on October 23, 2020. Introductory meeting that went well and we discussed communication efforts at MCPS and how we can best help MCPS with communicating with its parent community in a more effective and transparent way.