Name of Committee: **Communications Committee**

Chair: Yeages Cowan

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

* Website:
  + Good news! We put out a call for RFPs to three companies, and decided on a consultant to design our new website: Bobblehead Design Works. The upfront cost is $3,720 ($3,500 design fee + the $220 hosting fee) Not only is he the cheapest, but he redesigned the site for Whitman, Bradley Hills, and Wood Acre, so he has experience working with our PTAs. The recurring annual expense of $220 is in the ballpark of what we're paying right now, which is reasonable. A huge thank you to Garrick Yau who did the heavy lifting on talking to all the consultants, and getting in bids.

* + We have created a link tree for the site architecture to identify content for our new website using our old website as the basis. Next step: work through each link and all the content and decide whether to keep, revise or leave as is.
  + VPs/Committee Chairs will be asked in the next month to review content and to revise in accordance with new templates to be provided.
* Facebook:
  + MCCPTA COVID-19 FB group: constantly reworking the moderating of this page, which has been a little less volatile.
  + FB Request Form to be distributed to all VPs/Committee Chairs.
  + This month (admittedly this was last month’s work and is delayed!):
    - * Rework the MCCPTA official page;
      * Identify who will be entitled to post on the MCCPTA official page; and
      * Prepare rules of the road document for postings.
* Whats App: Working through a draft strategy for the potential use of this technology.
* Monthly meeting with MCPS Communications Team in January 2020:
  + Provided feedback on a press release
  + Discussed the possibility of Wellness Programs being highlighted in QuickNotes
  + Talked about Talk to Text, which is being considered by MCPS
  + Discussed the notion of breaking down information into bite-size pieces that are more understandable and digestible.