Name of Committee: **Communications Committee**

Chair: Yeages Cowan

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

* Website:
  + Garrick Yau and I spent several hours doing a deep dive on every facet of our website, in order to build out a plan.
  + We have created a site architecture, and have identified the content and a new look for our website.
  + Next steps:
    - Cynthia to approve site architecture
    - Proceed with identifying and engaging a consultant.
  + Our timeline is end February/mid-March for a new website, which is less ambitious than the January date we were targeting but definitely more achievable.
* Facebook:
  + To do list: open up MCCPTA official Facebook page to VPs/Committee Chairs so that events/announcements can be posted directly on our page. We are working on a protocol and rules document to be shared so people are all on the same “page”.
  + The MCCPTA COVID-19 FB group is still divisive but we have a strategy that we are implementing that seems to be working at least in terms of bringing back the focus to the community, although it tends to devolve into debates, which people seem to want. We know consider this a service to the community to moderate debates on our page! We have made it clear that the group is not an expression of MCCPTA’s official views and/or positions.
  + This month:
    - Mini has draft protocols for setting up FB Groups and rules to be followed (document to be reviewed by Communications Committee and then distributed).
    - This coming month:
      * 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.
      * We have successfully rebranded the MCCPTA Covid-19 page : CHECKLIST ITEM!
* Whats App: A draft strategy has been prepared and will be discussed among the Communications Team in early January.
* Second Monthly meeting with MCPS Communications Team on November, 2020:
  + Discussed the recent parent survey, and tried to impress upon MCPS the need to involve focus groups of MCCPTA representatives to find parent volunteers to test future surveys. This was well-received, but the issue is one of timing as MCPS Communications isn’t always involved in the preparation of surveys.
  + Discussed ways to work together on a Facebook Live event for technical issues. Discussion ongoing.