

Meeting date: Monday, November 06, 2006

Meeting Time: 5:30 – 7:00 pm

Attendees:

1. Josh Garcia
2. Brent Thomas
3. Jess Salazar
4. Aaron Wong
5. Julie Busic
6. Sue Freeborn

General discussion opening period

Upcoming PTSA event

Auction event set for 12/1 to support the acquisition of emergency preparedness supplies

Friday December 1st \$15/person catered by Los Cabos Restaurant

We have an empty trailer, no supplies.

Flyer on the website; need attendees and donations.

Jess will place a list of needs on the website.

Phone tree for parents

Earthquake needs

- Tubs
- Water

Donations can be mailed to:

TBHS PTSA

32404 2nd place

Federal Way, 98003

It was suggested that the PTSA send notices for the event to the other feeder campuses and school board

Ilahee

Sherwood Forest

Enterprise

Sacajawea

General discussions, continued

- Student led conferences
- Meet with all students and parents regardless of grade status
- Never a points issue for the student's grades
 - There was some discussion that this is or may not always be the case, Josh will clarify with staff the use of points or grades do not weigh into the conference activities
- SLC's can become the "glue" that helps build community
- Scheduled with teachers and participants to avoid overbooking and missed opportunities to meet

TBHS Academy Principals recently awarded at the state level for the work at see attached word doc.

Forum w/scholarship (\$900) for the Perfect Schools forum held at TBHS, sponsored by WSASCD

- Sophomore class participated
- Lesson plan: students were to create the perfect school
- Kids clear about the use of curriculum to create the perfect school
 - What would they do?

- Kids said, “Leave school at school and home at home.”
 - Use of extra time in class for use with homework

While not all like the academy, they all liked the academy’s ability to have a small school where they felt KNOWN by their instructors.

Is there a Press release, contact Tracy Edie office for press release? [I think this might be Tracy Eide, the congresswoman]

Discussion on the recent security issues at FWHS and the overall impacts of media and violence and the disruptive events that follow. We need to find a way to make TBHS a campus where these kinds of issues are not commonplace BECAUSE of how we communicate and behave at this campus

Main discussion

Communication

How can we identify communication styles and modes?

How can we manage the various communication modes and responses?

Possible areas to consider change

- Changes to web page interactions and usage
- How do we brand print to get attention?
- Use campus events to tell the story of the overall campus
- Communicate to feeder schools
- Communicate to key city organizations
- Branding with style guides and graphics
 - Every document a flyer? Seek to have every document from TBHS communicate the campus culture as well as the academy and organization culture of the author’s POV
- If is too wordy, then it should be broken into multiple documents
- Create a non-web web packet
- Push technologies for information based on subscriptions?

What is the volume of printed materials sent out?

Not much; funding issues; frequently destroyed or lost when distributed to student-mail

Could we support the language challenges?

How do we communicate the Bad News or major news events or controversial events?

Can we somehow beat the rumor mill that often occurs?

The event is coordinated where possible

Planned release of info and reaction to the info

Should we focus on the Campus culture in addition to and supportive of the academy culture?

How will the campus resolve the issue where the student is not thriving in the course work?

Is there a communication plan that is proactive, engaging the parents?

Will a communication plan develop that addresses issues of available time, language, access?

Communication plan has to be total

All means all

Continuous/Sustainable

Total/Measurable

Functional

Overall communication message “There will be no surprises at TBHS vis-à-vis grades”. Perhaps a “no surprises” theme could become a talking point in future Marketing/Communication materials

Can the tools be improved for communications?

- Web page for family contact

- USPS

- How to get the message home

- Updating records is a challenge.

- What are the metrics for the participants?

 - Parents

 - Teachers

 - Administrators

- Are parents aware of the ability to seek current course expectations and grades?

- Listserves for the topline of the class, Teacher participation in top

- How can we create the non-web user experience with the details of the web?

- Would a new student orientation meeting once monthly for new students and their families be beneficial?

How can we serve the most transient families and their students?

- Timing issues

- Languages

Best opportunity is at registration!

- Have the tools and people available

- Orientation events

- Tools available in printed and electronic formats

How can we develop the trust and details for those families that are least likely to get the data via the network.

TBHS is better than most campuses at the communication tasks.

Phone messages on a frequent basis are an effective use of the available technology.

- Campus culture

- Academy culture

Call in message for each academy; this could help develop a campus-wide culture.

Homework hotline for the teacher VOICEMAIL message

Sports calendars, possible location to cross-market and viralize (make the message and the delivery of the message sort of like a virus on the campus) the message

How can we adopt the “Nordstrom” approach to serving the school community?

- Should we pursue the service delivery model of top communication experts?

Would taking this conversation about the importance of communication to staff meetings be meaningful?

- TAC members to the meeting

- Other parents to the meeting

- Parents from other ethnic groupings