

MEETING MINUTES
Park City School District Education Master Plan
Communications Scope Meeting
January 24, 2019
2:00 - 3:00 PM

Attendees: Melinda Colton, Todd Hauber, Jill Gildea - PCSD; Chris Guarino - NV5; Lindsey Ferrari, Clio Rayner, Christine Richman - Consulting Team

#	Description	Action
1	<p>Reviewed Communications Scope Recommendations for the next contract add</p> <ol style="list-style-type: none"> 1. Communications scope recommendations <ol style="list-style-type: none"> a. 10-12 additional outreach meeting - reviewed and approved b. Paid advertising <ol style="list-style-type: none"> i. The consulting team strongly recommended this approach to reach the entire community with a focus on those that are not currently connection to the communications tools being used ii. PCSD was concerned about the appearance of spending tax payer dollars on advertising and noted that no other district has paid for advertising in the past iii. PCSD asked if a mailer would be a better approach iv. The consulting team noted that a mailer would cost a similar amount with potentially less impact v. The consulting team indicated that there still needs to be focus on outreach to seniors, non-parents, Latinos, PC leaders, city/county councils, PC Ed and Future of Park City vi. PCSD chose not to proceed with this added scope at this time and requested detailed break out of cost as it applies to each recommended approach vii. Alternate approaches to advertising proposed: <ol style="list-style-type: none"> 1. Develop a weekly progress message to incorporate systematically into all outreach and communications 2. Increase media relation efforts with the Park Record and KPCW <ol style="list-style-type: none"> a. Schedule update meetings with KCPW and the Park Record b. Layout update of the process for the next 60 days <ol style="list-style-type: none"> i. Task Forces ii. Listening Tours iii. Administrator's Meeting iv. Open Houses 3. Discuss continuing outreach to key stakeholder groups c. Additional open house (February 28th) - reviewed and approved 	



	<ul style="list-style-type: none"> d. Additional April/May outreach <ul style="list-style-type: none"> i. The consulting team presented an option of repeating the 10-12 outreach meetings as a review of the implementation plan as a possible approach to the April/May outreach ii. This was not accepted and the approach for April/May will need to be considered at a later date 2. The basis of academic excellence stemming from the Strategic Plan needs to be added to the messaging at all upcoming meetings 3. Discussed other scope items <ul style="list-style-type: none"> a. Task Force Topics <ul style="list-style-type: none"> i. The consulting team provided an estimate of the fee associated with the task force topic approach ii. PCSD approved the approach and indicated to proceed immediately iii. The consulting Team will send a finalized fee for this work with the communications scope add iv. PCSD requested that 1-2 Parent/PTO/Community Council members be added to the participant list v. PCSD indicated that we need to identify what level of consensus constitutes direction from the community <ul style="list-style-type: none"> 1. Offered 80% as a starting point for this discussion b. Facility Assessment <ul style="list-style-type: none"> i. The consulting team indicated that they are currently working to redefine the Facility Assessment scope from the original RFP to better suite the needs of PCSD for this Master Plan ii. This adjustment of scope should also result in a fee reduction including the elimination of the roofing assessments iii. GSBS has requested fees from structural, site/traffic, electrical and mechanical consultants and will provide the final adjustment after receiving these fees iv. Clarified that this scope was not included in the original contract 	
2	<p>Next steps and Action items</p> <ul style="list-style-type: none"> 1. Start coordination on next open house to identify location, space and approach - Ongoing 2. Implementation of Task Force approach to critical topics - GSBS to send updated approach and list of possible members 3. Revise demographic presentation - Complete 4. Schedule meeting rooms for all upcoming meetings - Complete 5. Review website layout for opportunities to clarify content - Ongoing 6. Review Communications Approach - Complete 7. Decide what to do with non-parent community in January - Discussed without final conclusion, need direction from PCSD 	<p><i>PCSD/GSBS</i></p> <p><i>PCSD/GSBS</i></p> <p><i>GSBS</i></p> <p><i>PCSD</i></p> <p><i>PCSD/WF&Co</i></p> <p><i>PCSD/GSBS</i></p> <p><i>PCSD</i></p>



THE FUTURE OF LEARNING

8.	Email Steering Committee regarding how to reach out to their community groups - <i>NV5 to reach out</i>	<i>NV5</i>
9.	Request documents for Task Force research	<i>GSBS</i>
10.	Send list of educational spaces that need additional clarification	<i>GSBS</i>
11.	Send updated communications add and task for approach	<i>GSBS</i>
12.	Reach out to KPCW and Park Record for media coordination	<i>PCSD</i>
13.	Define outreach approach for April/May	<i>PCSD/GSBS</i>