

Public Relations, Advocacy & Legislative Committee

Meeting Notes

Monday, 9/20/2021

1. New Business

- Elect Committee Chair for 2021-22 school year - **Flora Stadler**

2. Public Relations

- Promoting the Capital Project - What is the plan and how can we help? - **The district aims to have a communications plan done by the end of the week, including a mailer, website content and a future date for a Town Hall on Zoom. The key points are that the Capital Project is tax neutral, included stakeholder input, addresses infrastructure and learning needs, and will have many positive impacts.**
- Initiating an annual website audit - **Flora will find some templates that make it relatively easy for the committee to conduct regular (maybe annual) audits of the website, to ensure that it remains usable, readable, concise, and consistent over time and across departments. The committee can consider the best process at the next meeting.**
- Promoting Advocacy section of website - **When an issue comes up that has broad impact (e.g., continued universal free school meals), let's promote this section of the website to help engage parents in the advocacy process.**
- Promoting the tip line more? **The district can make it more prominent on the homepage, and include it in the communication protocol section of the website (<https://www.beaconk12.org/Page/1956>). Also make it more clear that it's anonymous.**
- **Antony recommended we compile an annual list of Board/District accomplishments. Committee agrees this is a good idea. Let's plan to add this in the last few agendas of the committee meetings.**

3. Advocacy

- What issues do we want to focus on at the regional (LHEC, DCSBA) and state level (NYSSBA) this year? - **Meredith will invite an attorney to the committee to discuss non-citizen voting.**
- State - Payment issues related to teacher quarantine days - **No action taken**
- Federal - USDA approval for permanent universal free lunch - **Committee will keep an eye on this for the 22-23 school year.**