



COMMUNITY EDUCATION COUNCIL DISTRICT 15

131 Livingston Street, Room 301, Brooklyn, New York 11201

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CEC15 Communications Committee Meeting Approved on 12/10/2018 at a Communications Committee Meeting

Date: 11/05/2018

Time: 9:30 a.m.

Location: 131 Livingston Street, Room 301

Agenda

1. Call to Order and Roll Call
2. Welcome - Kathy Park Price, CEC15 Communications Committee Chair
3. CEC15 Mission Statement
4. CEC15 Brochure Review
5. Content and Quantities of Outgoing Communications via email and Social Media
6. Publishing Social Media Posts from CEC15 Members' School Visits
7. Canva Account - Problems with Editing Options
8. Succession Planning - Make the Administrative Assistant the Owner of Facebook and Twitter Accounts
9. Adjournment

Call to Order at 9:30 a.m.

1. Roll Call - Kathy Park Price

Present:

Kathy Park Price, Chair

Camille Casaretti

Antonia Ferraro

Scott Powell

Late:

Elena Romero

2. Welcome - Kathy Park Price, CEC15 Communications Committee Chair

- Camille Casaretti did a great job with the letter to the Presidents' Council.
- Kathy Park Price and CEC15 Administrative Assistant doing a good job posting schools' events on Facebook especially for those schools without a social media presence, but still working on doing more for schools.
- CEC15 Facebook page promotes school events that are open to the public. Kathy Park Price suggested that maybe each CEC15 member can share information on their school even if it's not their liaison school.
- Social media is beneficial to show that CEC15 is out in District 15.

4. Brochure Review

- The brochure at this moment is too text heavy.
- Edits were suggested. Kathy Park Price will edit the brochure with the edits that were suggested.



3. Mission Statement

- Elena Romero read the mission statement to the members present.
- Mission statement should reflect CEC15 goals, not what CEC15 does. It should show CEC15 has a districtwide perspective and council members are able to share their knowledge.
- Edits were suggested. Elena Romero will edit the mission statement and share with CEC15 members.

6. Publishing Social Media Posts from CEC15 Members' School Visits

- It was suggested that council members share information on schools, maybe post pictures from their visits.

5. Content and Quantities of Outgoing Communications via email and Social Media

Camille Casaretti shared some suggestions regarding outgoing communications

- Share outgoing communications that directly affect D15 school communities.
- Outgoing communications that are not political and have no party affiliation
- Unless CEC15 has posted a resolution on a specific topic, CEC15 should not post articles that have a “view” or are one sided.
- No editorials/articles unless they directly relate to a CEC15 resolution.
- CEC15 texts should not be “opinion” unless it relates to a resolution.
- Majority of messages should be positive.
- Regarding meeting announcements: repeat or reminders should only be about CEC15 meetings.
- No posting information or photos from closed meetings.
- The above suggestions were debated and an ongoing discussion will continue.

7. Canva Account - Problems with Editing Options

- CEC15 Administrative Assistant Francisca Andino created a canva.com account for CEC15. Flyers created for CEC15 meetings will be shared to that account. CEC15 members will have access to that account and they will be able to edit.
- There have been some issues with editing some of the flyers. Edits made to flyers sometimes do not save.

8. Succession Planning - Make the Administrative Assistant the Owner of Facebook and Twitter Accounts

- Should the Administrative Assistant own all accounts? CEC15 needs to create a system.
- While CEC15 members are re-elected every 2 years, the only constant person is the Administrative Assistant.
- A member suggested that a council member should be co-owner of the accounts with the Administrative Assistant.

9. Adjournment

Meeting adjourned by unanimous consent at 10:43 a.m.

Next Communications Committee meeting will be on December 3rd at 9:30 a.m.

- Minutes submitted by Francisca Andino, Administrative Assistant