



# COMMUNITY EDUCATION COUNCIL DISTRICT 15

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

[CEC15@schools.nyc.gov](mailto:CEC15@schools.nyc.gov) | tel. 718-935-4267 | [facebook.com/CECD15](https://www.facebook.com/CECD15) | [CECD15.org](http://CECD15.org)

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**DRAFT**

## Working Session - Communications Committee

**Date: Friday, March 6, 2020**

**Time: 11:00 a.m.**

**Location: 131 Livingston Street, Room 301.**

- The objective of this working session is to define a working framework for the Communications Committee of CEC15.
- The task force will give notice to when the Communications Committee is going to meet, so the public can participate, as appropriate under the Open Meeting Act. . Regardless.
- This meeting shall have minutes.
- This process shall prioritize the CEC15's most immediate needs, and get actionable recommendations to address those needs identified.
- The main task is defining what communication related needs of the council need to be solved and in what order of priority.
- What becomes a Policy (things CEC15 members and others *must* do) and what becomes Guidelines (things that CEC15 Members and others *should/would* do) will be determined as we proceed with the problem solving process.
- The main objective of the Communications Committee is to improve CEC15's ability to communicate to its constituency about District level issues impacting our schools and families.
- Currently, there is not a lot of clarity on what the CEC is supposed to be communicating: What type of content should we be posting in our social channels? What do we want on the outgoing emails? What is the frequency? What channels should we use? Who can access our accounts? Who can post on behalf of the Council? What guidance could individual council members use relative to their individual social media usage? Should the Council be associating itself/following third parties on social media and whom?

### 1. D15 Account Management & Creation Policy Statement

- Content approval Workflow tool. The committee determined it would explore workflow tools for purposes of content approval and posting.
- The council determined the AA shall be the primary poster of content.
- Content creation guidelines. The workflow will make handling communications automated for the AA, by making it clear what process to follow when it comes to posting, as well as it will be clear what the work product should be.
- The workflow and work product will be clear to each CEC15 Member as well
- The AA will not be placed in a difficult position when it comes to a Member's request to post an item given the clarity of the process, and that the decision of posting controversial input is not up to the AA. This allows CEC15 members to contribute quality input.



- Account management and creation policy statement: **“All communication channels including those in social media shall be created, owned, operated, and maintained by the Council, and registered in the CEC15’s email address and contact information not an individual Council Member’s email address.”**. To the extent any account has been created, owned, operated or maintained by an individual council member, the communications committee will take steps to request its proper transfer, take down or orderly decommissioning.

## 2. D15 Official Communication Channel Listing

- The official channels should be as follows:
  - a. Facebook
  - b. Instagram: it’s not an official channel yet.
  - c. Twitter.
  - d. Email
  - e. Website
- The AA has a CEC level email address, and the AA can register with her email address for said accounts. The passwords for all CEC15’s accounts are in the google drive.
- The accounts are not tied together: Facebook, and Twitter are not tied together. Facebook, and Instagram, are not tied together. Social Media is not tied to the website.
- The twitter account should not be tied to Facebook as they are different platforms and when Facebook is prompted to post on Twitter the end result doesn’t look as sharp.
- In Twitter followership is not endorsement. CEC15 accounts should not be following elected officials, individuals, or business. Channels to follow: Department of Education, The Chancellor’s office, other CECs, schools, etc.
- The AA should “clean” the accounts that our social media channels follow.
- Official channels are so, when they are owned by the CEC15 and the AA is the Administrator, has access to maintain it, and to post to it.

## 3. D15 Guidelines: Creation, Posting & Process

- Posts are CEC15’s channel: all members speaking together. Unifying that voice is necessary.
- What is the work flow when we are talking about content creation? How do we automate the process so we will be in contact with parents to make it not necessarily interactive, but informative?
- The exercise has two parts: What is the nature of the content? And what is the process flow or work flow?



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- a) First category of information: The AA should feel confident uploading without a question: DOE communications, CEC15 event flyers, etc.
- b) Second category of information: In case a CEC15 Member or a member of the community wants the AA to post information other than the mentioned in the first category, or controversial information, there should be a clear workflow for it, without placing the AA in an awkward position where she has to reject the post.
- The process should start by a form where the requesting member should fill it out, and then it gets forwarded to the Communications Committee, and the President. Basic information that will show the nature of the post: Name? What is the name of the event? Are you involved outside your capacity in this event? The committee will think of a question that will classify a post as controversial, or not, and the answer has to be immediately generated. With the questionnaire the members will realize on their own the type of posts that align with the CEC15 guidelines.
  - There are some controversial topics that the CEC15 does get behind, the questionnaire should make it clear as well.
  - The person/entity requesting the post should get a straight answer if their post will go up or not. The process needs to be accessible for the members,
  - The CEC15 should have guidelines for the Members to post on their own accounts when they use the title of CEC15 Council Member. [Here are the guidelines used by the DOE](#) for its employees, which can be used as a base.
- c) Third Category of information: All the Members of the Council should decide when the logo and the name of CEC15 sponsors/endorse an event. Where do we put our name and logo? What are the considerations when someone asks to use our name and logo? The committee will discuss the guidelines.

#### 4. Additional recommendations:

- What is the content that we want to put out to improve our communication with parents of D15 and make the Council known?
- What is the workflow and process?
- How frequent do we want to post? We need to be mindful about the frequency of posts: If we have a presentation in our meeting, the presentation shouldn't be posted on twitter and Facebook.
- These channels should have posts about events, announcements, and updates. In case of a document, there should be an announcement that an important document is posted to the website. The website can work as an archive.
- Our channels should also be content amplifiers for DOE's announcements.
- We don't share our take on the announcements unless the CEC15 has a communication, or a resolution to share, and then it will be stated to the AA. The question will be posed: Do all members agree that this should be broadcasted to our social media channels. It's important that we let the parents know when the CEC15 takes action, and not everyone reads the Minutes.

#### 5. Action Items:



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- 1) Kimmerly Scott is identifying and recommending a workflow tool to automate number 3.
- 2) Mark Bisard will distribute the [DOE social policy](#) and forms
- 3) Work to schedule next meetings, and design announcements
  - a) Friday, March 13th, MS 442, 2:30 p.m.-5:30 p.m.
  - b) Thursday, March 19th, 131 Livingston Street, room 504, 1 p.m. - 4 p.m.
- 4) The Committee will recommend need for policies:
  - a) When the CEC15 endorsements, sponsorships
  - b) When a CEC15 Member acts as a spokesperson for the whole Council.
- 5) Committee to take steps to bring Instagram channel into compliance with number 1.
- 6) AA should print the followers list in Twitter