

School and Community Relations Committee
December 3, 2020

Attendance:

Tracy Baron	BOE Member
Shannon Johnson	BOE Member
Liz Hausman	Public Information Officer
Kevin Ridley	District Videographer
Diane Newell	Chief Information Officer
Doug Berry	Assistant Superintendent
Lisa Brady	Superintendent

The Committee was able to review the design and features of the new software program - Visme Infographic Maker - which is being used for the Race and Equity webpage. Liz, Diane and Kevin have been working diligently on the webpage and the Committee looked at the timeline design and the layout of the categories portion of the webpage.

The Committee looked at the Nyack website and Lisa is going to reach out to Superintendent Jim Montesano for some additional information about the work that Nyack is doing. The District has an Equity, Inclusion and Innovation staff person who oversees this work.

Liz has reached out to the National School Public Relations Association for ideas.

Diane is going to check about the cost of having a separate website for the Race and Equity information (similar to the Reopening Website). This would allow for my flexibility and content.

Tracy is going to reach out to Brand Twist (the company that did the District “branding” work) to see if they might be willing to design a logo for the Race and Equity webpage.

Kevin has met with Natalie Zwerger and is working on ideas for a video that will archive the stories of students, staff and community members. The video would be part of the Race and Equity website.