

**LAKEWOOD'S PROMISE
ADVISORY BOARD**

Thursday May 14, 2015

**Conference Room 1E – Lakewood
City Hall, Lakewood, WA 98499**

7:30 am – 8:30 am Meeting

CALL TO ORDER

Clayton DeNault called the meeting to order at 7:32 a.m.

ATTENDANCE

Lakewood's Promise Advisory Board: Judi Weldy, Debbie LeBeau, Elvin Bucu, Ellie Wilson, Mary Dodsworth, Bianca Vieira, Clayton DeNault, Dr. Michele Johnson.

Staff Present: Kurt Sample

Guests Present: Kimberly Prentice and Gary Sabol (Clover Park School District), Ben Sclair (The Suburban Times), Brent Champaco (City of Lakewood)

LPAB members excused: Dr. Claudia Thomas, Dr. Lonnie Howard, Kathy Bressler.

APPROVAL OF MINUTES: The minutes for April were approved

PUBLIC COMMENT: None

PRESENTATION AND DISCUSSION:

The topic was communication. The guests were asked to discuss the ways which their organizations were communicating with young people and parents and the ways in which they collaborate.

Clover Park School District (Ms Prentice and Mr Sabol)

- Six issues of 'Inside Schools' are sent out to Lakewood residents each year.
 - District news
 - What is happening in the schools
 - Space is reserved in each issue for City news.
- 'Board Review' is a twice-monthly publication which goes out to the CPSD communication network.
- 'Construction Zone' is sent out monthly to provide updates on District building projects.
- Website (<http://cloverpark.k12.wa.us>) is a big tool.
 - Families coming to Lakewood first check the website
 - District video is on the website. It gives a "feel" of what the schools are about.

- Website has been revamped to make it more friendly.
 - Ms Weldy commented that finding dates - like for each school's prom - is not easy. Ms Prentice replied that they are revamping calendars also.
- Annual Report captures what happened in the past school year.
 - Includes Board summary
 - Includes statistics
 - Available year round at the Chamber of Commerce
- Blackboard Connect is the phone alert system
 - Individual schools have access to it for contacting their own pupils/families.
 - Been expanded to email
 - Looking at expansion to texting
 - Used only for CPSD events and business
- Request to Distribute
 - Process for organizations to be able to communicate with CPSD students
 - pdf files are posted on each school's website
 - Principals have the option to request paper copies
 - Ms Dodsworth had concerns regarding the learning curve for parents checking online for new fliers
 - Ms Prentice indicated that some principals announce opportunities over the PA system.
- Reader Boards at each school
- Social Media
 - CPSD has used Facebook and Twitter since 2012
 - Discovered that including pictures and video has increased visibility in posts and tweets.
 - Use of 'Animodo' for short videos.
 - Discovering that this is the best way to communicate with some parents.

The Suburban Times (Ben Sclair)

- Long-form journalism is still relevant
 - 40% bump for a long story as to readership
 - 1000 words or more will have more clicks, shares and reading time.
 - Encourage subscription to the TNT
- Political Commentary
 - 2 times the clicks
 - 3 times the shares
 - 75% of political stories have no imagery
- The SubTimes is focused on what is going on in media
 - Email is way-more effective than Twitter
 - Email drives the traffic
 - Ms Dodsworth appreciates the SubTimes email summaries
 - Dr Johnson was under the impression that students do not check their email
 - All believe that too much email is not good.
 - Statistics for the SubTimes
 - 13,000 users
 - 20,000 hits per day
 - 31,000 different stories

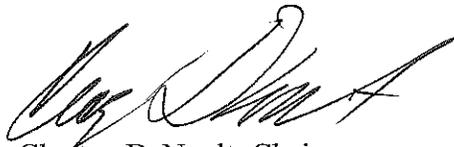
City of Lakewood (Brent Champaco)

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- The theme for City communication is to “control the message and share”
- Lakewood is often not painted in the best light.
- ‘Connections’ newsletter
 - Sharing the good stuff that is happening
 - Online version is forthcoming in conjunction with a mobile app
- New website launch
 - Input from all City departments
 - Achieved “in-house”
 - Doesn’t look like a typical government website
 - Aimed at people coming in as well as those living in Lakewood.
 - Adapts to mobile technology
 - City app is being developed
- Economic Development
 - Creates releases when something important occurs
- Social Media
 - Have as much fun with it as possible
 - Goal is to create one video per month
 - The power of the hashtag (searchable term)
 - Lakewood won a national award (shoestring budget) for #IamLakewood
 - Mayor/Council/City Manager are united in getting a strong message out.
 - A diverse city yields all kinds of stories

Discussion followed stressing a need for informational sites being familiar and available.

ADJOURNMENT: Mr DeNault adjourned the meeting at 8:30 a.m.



Clayton DeNault, Chairman

Kurt Sample, Program Coordinator