



**Public Engagement
Board Meeting
January 9, 2024**

At the MSBA conference, November 23 – 24, 2023 it was discussed with many School Division Trustees, regarding efforts made to engage with the public on many platforms. Some platforms being local newspapers and social media.

The Board Chair reached out to the Editor of The Clipper, Mark Buss, to inquire if an article prepared by members of the board can be considered and added to the local paper. The Clipper does welcome the idea.

The writer of the report reached out to The Clipper for further content and article requirements. The purpose for the communication was to create some guidelines for the trustees when preparing the article. The Editor responded with a suggestion to discuss further the vision the board may have. It was also noted by the Editor an article every week may be too much for the local paper and is willing to discuss a timeline and frequency. At this time the article would run when space is available.

At the MSBA conference it was also discussed the possibility of increased use of social media for the Division. There are multiple platforms for the Division to consider it would be best for the administration to look into the options, costs and best practices for the Division and Trustees to use these platforms.

As part of the Division's strategic plan to increase public engagement, the newspaper article matches the goal of the strategic plan. This appears to be a great opportunity for the Division. With best social media practices the use of a social media account would also increase public awareness and engagement.

Recommendation

The board approves the administration to engage with The Clipper and prepare a schedule for articles submissions. The board should also ask administration to prepare guidelines for trustees to create public articles to circulate in the local paper such as The Clipper

The board asks the administration to look into other social media practices and public communications at other school divisions and report back.

Motion

BE IT RESOLVED THAT the Board approve administration to discuss with The Clipper Publishing Corp. a submission of a division article prepared by trustees of the board.

BE IT FURTHER RESOLVED the board request administration to report back with social media options and practices.