

**District Advisory
Committee Meeting
5/01/13**

**COMMUNITY
INFORMATION**

**Schedule
Connect-ED
Phone
Message**

RESPONSIBILITIES

- **Serve as liaison between the media and the school district**
- **Serve as the district spokesperson (PIO) and a member of the district's emergency response team**
- **Provide crisis communication counsel to schools**

Community Information

RESPONSIBILITIES

- **Attend all school board meetings to collect public input, handle media questions, serve as photographer and facilitate recognitions**
- **Field public records requests for the media**
- **Coordinate internal and external communication**

Community Information

RESPONSIBILITIES

- **Develop and implement public information campaigns, such as 1/2-cent sales tax, critical needs mill, one mill, Be There (parent involvement), student dress code and student safety**
- **Facilitate key communicators for each school to share the good news**

Community Information

RESPONSIBILITIES

- **Write and edit all news releases**
- **Monitor print and broadcast news reports**
- **Facilitate web advertising committee/approval process**
- **Write and distribute school board notes, bi-monthly electronic newsletter and other publications**

Community Information

RESPONSIBILITIES

- **Maintain website regarding district and school news, activities calendar and emergency messages**
- **Manage special events and serve as liaison to committees, including Teacher of the Year, annual school calendar, District Advisory Committee and Volusia County Council of PTAs**

Community Information

RESPONSIBILITIES

- **Facilitate approval process for community event flyers**
- **Develop annual theme and artwork for use throughout the district**
- **Supervise volunteer/partnership programs**

Community Information

RESPONSIBILITIES

- **Coordination of community involvement programs, including registering community volunteers and business partners and processing 8-9,000 applications annually**
- **Provide Trainings:**
 - 11 different live or on-line trainings for program coordinators, volunteers, mentors, faculty, and college student volunteers.
- **Facilitate the annual donations programs:**
 - Jewish Federation backpack donation
 - Florida Hospital Fish Memorial clinic supply donation

Volunteer/Partnership Programs

RESPONSIBILITIES

- **Manage programs:**
 - VIPS program
 - Vehicle Days
 - Volusia Partners Program
 - Sunshine Math Program
 - Youth Motivator Program
 - Winners Circle-Victory Lane
 - Youth Partnership Program
 - Racing to Read
 - Volunteer Speakers Bureau
 - Hit the Books

Volunteer/Partnership Programs

RESPONSIBILITIES

- **Facilitate Florida DOE's community involvement initiatives:**
 - Family & School Partnership Act
 - School Volunteer Program Annual Survey
 - Five Star School Award
 - Golden & Silver School Awards
 - Parent Involvement Award
 - Outstanding School Volunteer Award
 - Commissioner's Business Recognition Award

Volunteer/Partnership Programs