

**Palmyra-Eagle Area School District  
Public Relations Committee Meeting  
Mrs. Tara LeRoy, Chairperson  
Wednesday, May 13, 2020 - 6:30 PM  
Palmyra-Eagle High School Community Center  
Meeting Minutes**

- I. **Call to Order:** The meeting was called to order by Committee Chair, Tara LeRoy, at 6:30 pm.
- II. **Roll Call – quorum (2) of this committee required to proceed**
  - A. Attendees: Tara LeRoy, Doris Parsons, Kristiana Williams
  - B. Others Present: Caitlin Kirchner and Traci Plotz
- III. **Agenda:** The agenda was reviewed and approved.
  - A. **Review of Previous Meeting Minutes:** The minutes from April 8, 2020 were reviewed.
  - B. **PR Specialist Roles & Goals:** The committee took time to get to know PR Specialist Caitlin Kirchner and her role as the PR Specialist. Several ideas were shared including: senior spotlights through the news media, Highlight lunch program during COVID-19, press release regarding new employees, Next years High School course plan, High School response to COVID-19 and how we are preparing students for the future. Highlight spring coaching response to COVID-19, and Highlight sports for next year.
  - C. **Updates on:**
    1. **Virtual Open House Update:** Caitlin Kirchner reported that she is working on preparing virtual open houses of the two school buildings.
    2. **Lunch Notes Update:** Each of the School principals took a different day to submit notes to place in the lunches. The committee will prepare additional notes that can be placed in the lunches.
    3. **Open Enrollment Survey Update:** Tara LeRoy reported that the principals were asked to contact the families that have applied for open enrollment.
    4. **Update on Sandwich Board for BP:** Tara LeRoy asked if there was any progress on the Sandwich Board. The task was given to Caitlin Kirchner to follow up with various people on an ETA for the Sandwich Board.
  - D. **4K Enrollment Communication:** The Committee was curious as to where 4K enrollment stood and what has been done regarding 4K enrollment. There is a list of students who are interested in enrolling for 4K next year. Caitlin and Traci will follow up to find out if anything is planned for Eagle Elementary and update the information on the website.
  - E. **PR in Relation to Decisions made at School Board Meeting**
    1. **Wrap Around Care:** The Committee discussed the new wrap around care program and tasked Caitlin Kirchner with promoting it.
    2. **School Schedule:** The committee requested that the 4-day school presentation be posted on the website. At this time though it was decided that we will be proceeding with a 5 day school week for the 2020-2021 school year.
    3. **STEP program:** The Committee discussed the new STEP program and tasked Caitlin Kirchner with promoting it.

**IV. Next meeting:** Wednesday, June 17, 2020 at 6:30pm

**Adjourn:** The meeting was adjourned at 7:50pm.

Respectfully Submitted,

Traci Plotz

District Administrative Assistant