

Legislative Advocacy & Community Relations Committee
September 5, 2019
Room 206
School Administration Building

Legislative Advocacy & Community Members Present

Dr. Bob Brennan
Dr. James Coleman
Mrs. Susan Morrison
Administration
Dr. Crystal Edwards
Cindy Babb
Scott Kirkwood
Austin Journey
Christi Meservy, Clerk

Review of Previous Meeting Minutes

Dr. Coleman made a motion to approve the minutes for the June meeting and the motion was seconded by Mrs. Morrison. All were in favor of approval.

Community Outreach

1. *LCS Marketing Campaign.* A marketing timeline was discussed so we can be prepared to advertise more aggressively. Possibly try to partner with local companies and tie into their marketing. We need to tap into school/student stories and get them out to the community. Some suggestions were to get involved with 'National Night Out' and partner with the LPD. It was mentioned that there is a company called Great Schools that rates schools and feeds the information into websites like Zillow and Trulia. Great Schools provides data such as testing scores and attendance records. The committee would like principals to work with PTOs to gather more information and implement. It was also decided that we should start planning the *Back to School* event in May. Make it a huge event and really sell the LCS community.
2. *'Adopt a School':* It was suggested that each board member sign up for two schools. The committee plans to have a spreadsheet ready for the next work session. Dr. Edwards would like to include Turning Point. Just to reach out every once in a while.

Legislative Initiative

1. *Take Your Legislator to School Month:* The committee would like to invite the VA Legislators to breakfast or lunch. Afterward, if time allows, take them back to a school with the principals. The dates discussed were November 11th through the 15th. The committee did not want to have it at the administration building due to the lack of parking. Possible locations are the Marie Waller Lecture Hall, TC Miller or Sandusky Middle. Mrs. Morrison will coordinate and try to have a plan ready for the next work session.
2. *Legislative Agenda:* A list of agenda items was compiled. It was suggested that it be narrowed down so we can better master the listed items. Mrs. Morrison would like to see some facts listed below each agenda items of how it pertains to LCS. It was

decided that outside help and the full board should be involved in finalizing the agenda. Mr. Coleman is going to reach out to J.T. Kessler from VSBA to see if he could speak at the board retreat. Dr. Brennan is going to have Reid Wodicka and our legal team look it over.

Informational Items

The next meeting is October 10, 2019.

Adjournment

The meeting was adjourned at 5:08 p.m.