

## **Communications Committee Progress Report, July 7, 2020**

- **Create New Reopening Website**
  - Committee focused on launch of separate website dedicated to reopening efforts
  - Smaller subcommittee collected input from committee members and managed design
  - Should be ready to launch 7/10/20
  
- **Email Updates to Community**
  - Will be sent at least weekly, generally on Fridays
  - More often as needed
  - Will include updates on reopening progress, news from SED and Governor Cuomo, advocacy actions parents can take, links to news articles of interest
  - Emails to be translated into Spanish
  - Will ask partner organizations to forward our emails to their lists
  
- **Videos**
  - From Dr. Lisa Brady
  - Not as frequent as email updates
  - Will explore closed captioning for Spanish translation
  - Possibly one or two aimed at students
  
- **Future Work**
  - Strategies for social media
  - Updates to website to show progress
  - Strategies to ensure all parent communities are being reached