



Mason County Promise Zone

Community Engagement Committee Meeting

Minutes

August 2, 2023 at 3 :30 PM

Location: Lakeshore Resource Center Conference Room, E. Tinkham, Ludington

Members Present: Juliana Anderson, Annette Quillan, Monica Schuyler, Dena Thurston; Absent: Vic Burwell

Staff Present: Jody Maloney

1. *Call to Order: Thurston called the meeting to order at 3:30 PM.*
2. Limited Public Comment: No public comment made.
3. *Approval of Agenda: Motion to approve the agenda by Schuyler, supported by Anderson; Motion carried 4-0-1.*
4. *Approval of Minutes from June 12, 2023: Thurston noted a correction needed in the spelling of Linda Steigenga's name. Motion to approve with corrections by Schuyler, supported by Anderson; Motion carried 4-0-1.*
5. New Business
 - a. 2024 Letter to High School Seniors: Members made suggestions to shorten the letter, using bullet points; suggestions for a Junior class letter were also made.
6. Old Business
 - a. Annual Events for Student & Community Outreach
 - i. Media Outreach Discussion
 1. Social Strategy & Schedule Update: Maloney has scheduled a meeting w/Kristen Smith to review annual posting and learn about an app to manage social media. Smith suggested having a student manage content for TikTok if that is a platform the Promise wants to pursue.
 2. Update on WSCC Promise Testimonial Videos
 - a. 1 student participated on 7-26-23 at LakeFX Media
 - b. Maloney will request that Crystal Young share more at the November CEC meeting, and discuss options to involve students in Promise-related TikTok posts, and streaming radio spots on Pandora or Spotify.
 3. Radio: Interview with Steve Ruba in July; No other spots are scheduled; WMOM has also invited the Promise Director to participate in the Saturday morning *Leading West Michigan* show with Ryan Howe.
 4. Newspaper: LDN and MCP have been good about publishing updates; typically these are reshared on our Promise Facebook page. The typical Facebook/Instagram user who views the Promise posts are females in middle age. The highest impact post was our expansion to six years.
 - ii. Community Events were discussed. No specific action was taken.
 1. Boys Basketball Games; Other Events?
 2. For Scholars on Campus?
 3. Presentations to Grow Knowledge about the Promise
 - a. Sharing at school boards, teacher meetings, etc.
 - b. Student Sharing
 - b. 2023-24 Board Development
 - i. Training Ideas:



1. 4 Hour Adaptive Systems w/Kristie Dila: The Committee expressed that it would be good to get the Board's input on a potential special meeting.
 - a. Cost for Materials? Maloney said that there may be a cost, which she estimated to be about \$100 per person, which the CEC members present indicated was reasonable.
 - b. Hold as a Special Meeting? Time of Year? A special meeting in Spring would allow for budgeting and planning in a less busy time of year.
2. November Meeting: Maloney will discuss a presentation from ESD's Betsy Dotson on Understanding K-12 Literacy Efforts as a way to help the Board understand the landscape of work happening across the county and how the Promise could strategically support efforts.
 - ii. Working Handbook
 1. Review Committee Charter: The CEC briefly looked at the Charter and decided to leave the item on the agenda for further review at the November CEC meeting.
 2. Review Handbook Items: Include Bios or Other Ways to Encourage Board Connection? The CEC would like to see a quarterly spotlight focused on Board members posted on the Promise website along with brief bios of each Board member, which include a member's name, educational background, role in community and on Board, and a photo.
 - iii. Board Terms: 3 up for Renewal—All are CEC Members
 1. Plan for Recruitment If Someone Doesn't Renew: No changes proposed.
7. Limited Public Comment: No public comment made.
8. *Adjourn: Thurston moved to adjourn the meeting at 4:55 PM.*