



**Council of Key Communicators**  
**Monday, October 21, 2019**  
**District Office Conference Room**  
**9:00 a.m.**



Administrators Present: Dr. Michael Loughead, Superintendent; Dr. Rebecca Cunningham, Assistant Superintendent; Mary Alice Hennessey, School Board; Bob Shages, School Board; Shari Berg, Communications Consultant.

Key Communicators Present: Diana DiMaria, Edward Howe, Chiara Orsini, Jennifer Retsch, Jennifer Rossi, Alison Sanders

## Hampton Happenings

**District Website Upgrades** - Dr. Cunningham explained that the District is in the process of upgrading the District website, and would like to find out more from parents and guardians regarding what is working and what needs to be improved with the current website. She engaged the Key Communicators in an activity designed to collect data and information on what they would like to see with the new website. Key Communicators were asked to answer some essential questions and place those answers on a sticky note: What do you like about the website? What do you not like about the website? What is effective/not effective about the website? She also asked for some general design advice in the areas of layout/tone/feeling/vision. The Key Communicators then paired up into small groups to discuss and present their ideas.

Some of the ideas shared included the following:

- The athletics and arts & academics pages are not integrated well with the rest of the website.
- There are no links to live video or social media.
- It is difficult to see emails of staff members without using the pop-up method, which is time consuming.
- The “don’t show again” feature for the pop-up notifications does not work.
- There needs to be a mobile app to make the website more friendly and interactive for cell phone users.
- It would be helpful to have the facilities use forms available on the website to be downloaded and sent back electronically.
- The amount of information on the website is both good and bad - good because everything is there, but bad because it can be overwhelming when trying to find something specific.
- Need to update some of the old teacher pages, including Wiki Pages, which are no longer being used.
- Homework Hotlinks, which is only used at the Middle School, is not working consistently for all users.
- Need consistency of information for all buildings (ie, note to school, homework hotlinks or similar service).

Under design advice:

- Tone - it is important to set a tone that reflects the District (more white space, not text heavy, a welcome center for new users, integration of the main site and athletics site).
- Infinite Campus needs to be more prominent on the site.
- Quick access to important information (lunch balances, spirit gear online store, calendars, parent resources, facility use forms).
- Organization - photos, alphabetical organization, general articles about current events and news could be more prominent, making sure the website is easily accessible on both desktop/laptop and mobile devices.
- Use - include an instructional PPT or video on how to navigate the website.

Dr. Loughead also asked Key Communicators if they had any thoughts in favor of or against website advertising, which the District is considering. Several of the Key Communicators said they have no issue with advertising, provided it is organized in one section on the site and we are not endorsing any of the advertisers. The new and improved HTSD website is expected to launch in July 2020.

**High School Renovation Project** - Dr. Loughead provided a brief overview of the status of the project. He referenced a timeline for the High School Project that was created and presented in March 2019 at a School Board meeting. A copy of the timeline is available [here](#). At the October 7, 2019 School Board meeting, the Board directed Dr. Loughead to proceed with gathering information for formal consideration of hiring an architect, possibly at the November meeting. Following the hiring process, there will be a 12-14 month design phase, which will include input from faculty and staff and the community.

**Cell Tower on Haberlein Road** - Dr. Loughead discussed the issue of a potential cell tower that would be located across the street from Poff Elementary School. A group of parents and community members have approached the District with their concerns, and Dr. Loughead said he will be discussing the issue with Chris Lochner, Hampton Township Manager, to make sure the Township is doing due diligence before permitting the cell tower to be built.

**HAEE Race Results** - Dr. Loughead provided an update on the HAEE Annual 5K Race that was held on October 5. He said the HAEE leadership conveyed to him that it was probably the best race that they have had to date in terms of participation and funds raised. Initial estimates place the amount of money raised at around \$62,000. Once all expenses are paid, the proceeds are expected to be around \$50,000. Poff Elementary had a 75% increase in their participation rates for the year, a 93% increase in HTSD staff participation, and an 83% increase in administration participation. Overall, the race saw an 18% increase in participation over last year.

## Academics

**School Start-Time Committee Report** - Dr. Loughead provided a brief update from the School Start-Time Committee. The committee consists of 18-20 people, including administrators, board members, teachers, staff, and community members. He said modifying the school start time is a complex issue with layer upon layer of challenges, which is why many school districts have struggled to incorporate later start times. The District is seriously examining a working proposal called the “Secondary Switch” plan, which would switch the Middle School and High School start times around, and push back the elementary school start times by 15 minutes. At the High School level, the announcements could be removed from the day, which will provide 8 minutes of time to incorporate into planning. Many students report that they get their information from sources other than the announcements. Over the next 2-3 weeks, the plan will be reviewed again to ensure the committee is not missing any components. A formal presentation will be provided to the School Board in November with a recommendation. If the Board approves the recommendation, Dr. Loughead said he will seek additional community input through a survey and informational community meetings. An official vote for the delayed start times for the 2020-2021 School Year will not occur until January. The full report, including the “Secondary Switch” information, is available [here](#).

**League of Innovative Schools Update** - Dr. Loughead, Dr. Cunningham and Dr. McKaveney attended a meeting last week/weekend with other League members from around the nation. Dr. Loughead elaborated on some of the other school districts in the League, including the Loudoun County School District in Virginia, which has a student enrollment of about 80,000 students. The benefits of being included in this League is that Hampton can share ideas with other members and also share in other schools’ ideas. There are only 125 school districts in the nation that are members of the League, which puts Hampton in a very elite group.

**Allegheny County Superintendent Academy: Workforce of the Future** - Dr. Loughead attended this two-day academy, held the week of October 7th. As part of the experience, they visited the new PPG Paints manufacturing facility in Harmarville. He said they learned about fully-integrated teams with technical backgrounds from around the world, indicating students require global awareness and training in order to be competitive in the future workforce. Collaboration, strong communication skills and critical thinking also are important qualities for students to possess. The District was invited to participate in a new initiative, called 20/20, which is being spearheaded by the Grable Foundation.

## Arts

**Marching Band Performance Opportunities** - The marching band will perform at the PIMBA Championships on Saturday, October 26 at Gateway High School. The competition begins at 4 p.m., with Hampton taking to the field at 8 p.m. for its performance. Tickets are \$10 per person. Additional information is available [here](#).

The HHS Marching Band will perform its show during halftime on Friday, October 25, at the final home football game. Due to time constraints, the first 1.5 minutes of the show will be eliminated from the performance.

## Athletics

**Fall Sports Update** - Dr. Loughead provided a brief update of the success of several fall sports teams.

**Fridley Field Update** - Dr. Loughead reported that the track and field project is finished and reports from student athletes who have used the updated facilities have been positive thus far. The track, which had been closed to the public since June, was reopened for use on Wednesday, October 16.

## **Upcoming District Events**

- 10/28 Board Special Meeting (if necessary) – 7:00 p.m., Dr. Harold Sarver Memorial Library
- 11/4 Board Work Session Meeting – 7:00 p.m., Dr. Harold Sarver Memorial Library
- 11/12 Hampton Heroes Event – 9:00 a.m., Middle School Auditorium,
- 11/11 Board Voting Meeting, 7:30 p.m., Dr. Harold Sarver Memorial Library
- 11/25 Board Special Meeting (if necessary) – 7:00 p.m., Dr. Harold Sarver Memorial Library
- 11/28 to 12/2 Thanksgiving Holiday Break
- 12/2 Board Reorganization Meeting