COMMUNICATIONS COMMITTEE

James Benanti, *Chairperson*

Randa Wahbe, *Vice Chairperson*

Tyra Weis, *Recorder*

Gayle Bilek, *Board Liaison*

Jonathan Goldman, *Consultant*

Claudia Briggs*, Consultant*

**MAJOR POLICY** – Immediate Action (2/3rd vote required)

None

**MAJOR POLICY** – First Reading

None

## OTHER ITEMS FOR IMMEDIATE ACTION

None

## REFERRALS TO THE BOARD OF DIRECTORS

None

## MATTERS PENDING

None

## INFORMATIONAL ITEMS

1. Chairperson James Benanti called meeting and discussed the changes to the John Swett program. John Swett Award winners will be announced publicly June 6, in the morning Virtual State Council General Session. This video will be shown: <https://youtu.be/i4D37bdE5qA>
2. Board Liaison Gayle Bilek recognized the work of the Communications department and briefly spoke about all the work the Board is doing around Schools and Communities First. Schools and Communities First (SCF) is officially on the ballot. Proposition number to come July. June 25th is the deadline for all initiatives. 1.7 million signatures were collected.
3. Associate Executive Director Becky Zoglman discussed the member survey on re-opening schools, nothing that while a majority of CTA members say they are ready for schools to open in the fall, they have big concerns about opening schools safely in light of proposed state budget cuts. Member strongly support all safety measures including deep cleaning and sanitizing of schools; social distancing; smaller class sizes; protective equipment like masks and gloves, washing hands and ensuring that students in staff at high-risk of COVID-19 are accommodated.
4. The committee discussed the proposed state budget cuts proposed in Gov. Gavin Newsom’s May revision. Communications Assistant Manager Claudia Briggs outlined [CTA’s advocacy efforts calling on lawmakers and the governor](https://www.cta.org/for-educators/covid19/covid-19-budget-crisis) to identify and agree to funding solutions that will prevent layoffs and irreversible deep cuts. Committee members will be calling and emailing lawmakers urging their support and asking them to consider suspending tax credits and even looking at temporary tax hikes that will provide the funding necessary to safely reopen schools in the fall. Part of the advocacy efforts include a partnership with the Education Coalition, comprised of the nine statewide K-12 education associations that work closely to advocate for the six million students in California’s public schools. The coalition is placing digital and television ads with a call to action for the public.
5. Communications Manager Jonathan Goldman reported on member materials and recognized web team on launch of new website. He showcased the new cta.org – designed for all current and potential new members and outlined the next two phases of the launch. Also coming up is a robust, user friendly, filterable, and downloadable online calendar. Also, pointed out the answer bot, named Buzz, which is a new addition to the website and helping members get answers quickly.
6. The Communications Committee had a discussion about how to reimagine the membership materials for the upcoming school year based on the assumption that traditional face to face recruitment and engagement may not be possible. The committee is recommending a heavy digital delivery while also using other communications vehicles in place to reach all members.
7. Board of Director Bill Freeman conducted elections. The results are:
* James Benanti, Chairperson
* Randa Wahbe, Vice-Chairperson
* Tyra Weis, Recorder, Kimberly Chevlin
1. Alexa Weiner, Aileen Carbonell, Brian Wheatley, and Paul Chavez will not be returning next year to the Committee.