



Board of Education
2500 South State Street
Salt Lake City, Utah 84115-3110

385-646-4523
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www.graniteschools.org

Board of Education Study Session Amended Agenda

Tuesday, April 14, 2026 5:00 PM

Board Room

A regular meeting of the Board of Education of Granite School District. The Board may vote to meet in a closed executive session for any of the purposes set forth in Section 52-4-205 of Utah's Open and Public Meetings Act.

1. **WELCOME** President McDermott

2. **STUDY ITEM**

2.A. Communications and Community Outreach Department Update Tayler 2
Khater, Luke Allen, Jen Bodell, and Jadee Talbot

3. **Executive Session - Collective Bargaining**

4. **ADJOURN**

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Complete texts of agenda are available at www.graniteschools.org.

In compliance with the Americans with Disabilities Act, individuals needing special accommodations (including auxiliary communicative aids and services) during this meeting should notify Stacy Bushell at 385-646-4523 (alternate TDD number 801-298-9484) at least three working days prior to the meeting.

Members of the Board of Education may participate electronically.



Granite School District
2500 S. State Street
Salt Lake City, UT 84115

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April 6, 2026

Superintendent Ben Horsley
Granite School District
2500 South State
Salt Lake City, Utah 84115

Superintendent Horsley,

As an informational item at the upcoming Study Session, to be held on April 14, 2026, the Communications and Community Outreach Department would like to give a department update presentation. This will be given by Luke Allen, Jen Bodell, Tayler Khater, and Jadee Talbot.

Sincerely,

Luke Allen
Assistant Director of Communications and Community Outreach

2025-2026

Granite School District Communications and Community Outreach³



Jadee Talbot
Director

Luke Allen
Associate Director,
Communications

Jen Bodell
Associate Director,
Marketing

Tayler Khater
Associate Director,
Parent Advocate

Mae Afoa
Community Outreach/
Media Specialist

Katie Baker
Communications Secretary

Andrea Ingleby
Parent Advocate Secretary

Dmitri Carapezza
Webmaster

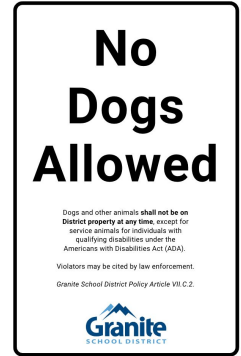
Heidi Clark
Receptionist

Kristin Thorpe
Receptionist



Day-to-Day Communications

- Sensitive & Emergency Messaging
- Crisis Response Team
- Board Meetings
- News Media Response
- Larger Creative Projects
- Superintendent Videos
- “Change” Communication
- GRAMA Support
- Event Planning
- Calendar Committee
- Surveys



Day-to-Day Communications

- **Dmitri Carapezza** - Webmaster
- **Mae Afoa** - Event Coverage, Project Management, News Media Support
- **Katie Baker** - Communications Department Secretary
- **Heidi Clark and Kristin Thorpe** - Front Desk Secretaries
- Marketing Support:
 - Long Videos
 - Billboards
 - Graphic Design
 - Mailers
 - Social Media Ads

Taylorsville teen gets second chance through Granite School District's peer youth court program



Marketing Funnel



District Marketing Highlights

- Connecting Networks
- Crayons to Caps
- Kindergarten Kickoff
- Granite Replay
- Press Releases
- Social Media
 - 800,000 Views on Instagram in last 28 Days
 - Positive Exposure for District
- Coaching



Magna STEAM Academy

- Recent Marketing Efforts
 - Rebrand
 - News Media Outreach
 - Stem-Focused Events
 - Social Media

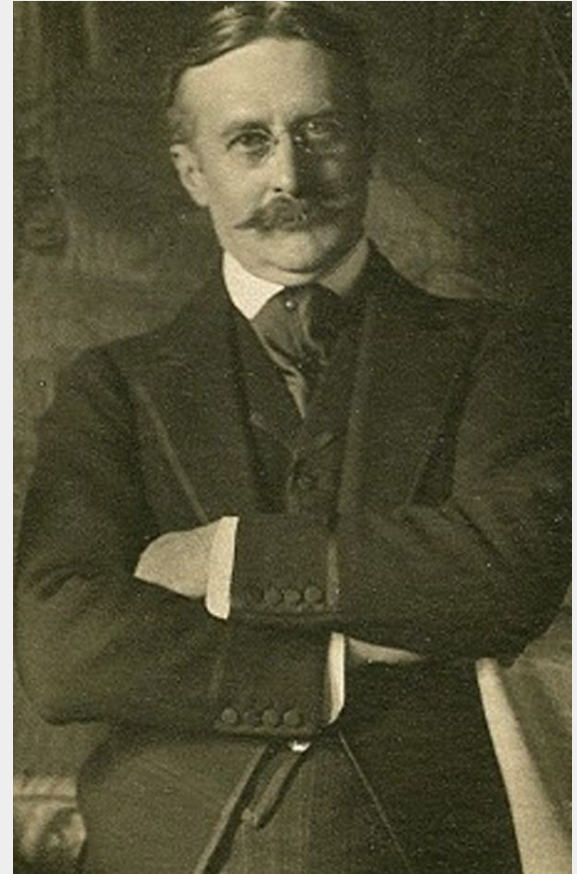


Cottonwood Elementary

- Recent Marketing Efforts
 - Billboard
 - Mailer
 - Parent video
 - Ran as social media ad
 - School social media
- 27 new out of boundary permits for next year



Parent Advocacy



Objectives

1. I can identify WHY a 'People First Approach' is critical to Granite School District as well as explain how we are achieving this with Customer Service Training.
2. I know the parent outreach baseline.
3. I can explain how the Parent Advocacy operates within our District.



People First Approach

- Branding -What is your school's brand?
- Selfridge and Community
- Direct Correlation to a High Yield
- Open Enrollment-Unbridled Competition



Responsive Communication



1. First Contact

- Welcome
- Authenticity-they can smell it...
- Ask them a question about themselves.
- What do you NEED to help your student succeed at our school?
- You NEED to offer something for the parent and student.
 - Coloring Page
 - School Tour
 - Small Treat
 - School SWAG

2. Follow Up

- Establish a Follow Up Phone Call
- Ex. Please call me back on January 10 @ 2 to check in.
- Ex. I will call you¹⁴ back on January 10 @ 2 to check in.



Statistics

792 Parent Response Forms received and managed.

56 Elementary Secretaries received customer service training.

2 Parents requested to speak with the Superintendent after speaking with me.



Parent Advocate Operation

Parent Advocate Operation

SOURCES

Admin Contact

District Contact

Patron Contact

Contact Principal
OCCAM's Razor
Bullying Protocol

Patron CONTACT, Connect,
& Consistent Updates

Check in with AP/Principal
for Desired Solution

Follow Up with Patron &
Principal



Questions?

