

# Wye School Council

## Special Meeting Minutes - School Photos **DRAFT**

**Monday, January 22nd 5:00 - 6:00 PM**

Submitted by: Michelle Beck, Secretary Wye Council 2017

**Present:** Jen Archer, Sue Shwaga, Michelle Beck, Bill Schlacht, Bill Korec

- 1) The meeting was called to order at 5:00 pm by Jen Archer, Chair
- 2) Background to the photography issue: In Spring 2017, based on parent dissatisfaction from the 2016/2017 school year photo quality, WSC reviewed 3 photography companies in detail
  - LifeTouch (Edmonton)
  - Smart Photography
  - Icon Photography

The decision to stay with Icon was multifaceted. And Icon was provided with specific feedback from parents around the changes requested.

In November 2017, after the 2017/2018 school year photos, Wye School ran a parent survey to ask for feedback on the current year school photos. The responses are summarized in a separate report.

### 2) Icon Photography -

- Results of the parent survey reviewed (see attached report)
- Key comments include:
  - Excellent participation from parents with 81 responses of a possible 100
  - With many comments written by parents this is clearly an important topic
  - Satisfaction rate is not as high as it should be for this service
  - Dissatisfaction rates are much higher than 5% in many areas (less than 5% is a best practice # for dissatisfaction)
  - Dissatisfaction primarily revolves around quality for example, inexperienced photographer, picture quality is not good, backgrounds are not modern, poses are an issue, children were not appropriately 'cleaned up',
  - Dissatisfaction also around value for money - the package options were not completely what parents wanted, cost is high, demand to go digital, provide more options like a canvas print
  - Website satisfaction is high but in this digital age, it should be
  - General comments allude to the fact we should keep a parent volunteer on hand to help.
  - Timing of the pictures - early September as outside pictures would be a better possibility.
- Discussion around the support for school from Icon included
  - Provides library cards for each student, with pictures from school photos
  - Provides teacher/staff lanyards with pictures
  - Provides big school picture one a year for the wall

**Next Action:** WSC execs and school admin to do some research and come back with a recommendation in February at the WSC meeting.

**Next meeting confirmed for Monday, February 26th at 6:30 pm. Request to share via Synevoice prior to meeting.**

- 9) Adjournment at 5: 50 pm