



BOARD OF EDUCATION Special Board of Education Meeting Communication and Engagement Committee Minutes

February 28, 2017

The Board of Education held a Special Board of Education meeting on Tuesday, February 28, 2017, at 6:36 p.m. in the Joseph M. Porto Community Room, Marie Murphy School, 2921 Illinois Road, Wilmette, Illinois. The Board Reporter called the meeting to order and called the roll.

The following members were present:

Louise Dechovitz
Joel Raynes
Sheryl Swibel

Absent:

Bill Bazianos
Jeffrey Greengoss, President
Joel Raynes
Rick Zelinsky, Vice President

Also Present:

The Communication and Engagement Committee:

Karen Azar	Parent	Kevin Jauch	Superintendent
Pete Brennan	Staff	Darren Persino	Staff
Louise Dechovitz	Board Member/Parent	Karen Quezada	Parent
Gil Gibori	Parent	Joel Raynes	Board Member
Rebecca Goldman	Parent	Nancy Stewart	Staff
Barbara Ferencz	Community Member	Sheryl Swibel	Board Member/Grandparent
Suzie Harris	Staff	Jun Yoshitani	Parent
Jessica Hutchison	Principal		

DISCUSSION ITEMS

Superintendent, Kevin Jauch, led the fifth session of the Communication and Engagement Committee. The purpose of the committee is to identify the needs and wants of various constituent groups as applied to communication and engagement and the best method for addressing them.

At this meeting, Dr. Jauch presented the committee with the major themes and recommendations that resulted from the work and research collected by the various constituency groups. A group of representatives from each ad hoc group met on February 22, 2017 to analyze and condense the committee findings. The four key ideas derived from the committee's research were as follows: news should be disseminated via multiple modalities; communications should be brief and to the point; communications should be substantive and prioritized; and transparency is associated with responsiveness.

Those ideas were the driving factors in the development of the following tentative recommendations: create guidelines for district-wide, standardized expectations for communication; create a Communications Calendar for the purpose of systematizing communication vehicles and regular content reflective of District-level information and requirements; hire a web designer to create a webpage for the school district that meets the needs of the various users; and integrating social media tools as a means for improving communication efforts within the limitations on resources of time, personnel and money. The committee members then broke off into groups with the charge to begin developing an action plan to guide the four recommendations. The Communication and Engagement Committee will meet again on April 5, 2017 and will present their final recommendations to the Board of Education on April 27, 2017.

MEETING ADJOURNS

Mr. Raynes moved that the meeting adjourn, and Ms. Swibel seconded the motion. With all members present voting aye, the motion carried. The Communication and Engagement Committee meeting adjourned at 8:41 p.m.



President, Jeffrey Greengoss



Secretary, Kevin Jauch