



BOARD OF EDUCATION Communication Committee Minutes

November 29, 2017

The Board of Education held a Communication Committee meeting on Wednesday, November 29, 2017, at 10:00 p.m. in the Superintendent's Conference Room, 2921 Illinois Road, Wilmette, Illinois.

The following members were present:

**Louise Dechovitz, Vice President
Gil Gibori
Sheryl Swibel**

Also Present:

Dr. Kevin Jauch, Superintendent/Secretary of the Board

Topic 1: District Communication Plan

Dr. Jauch shared the changes that had been made in regard to communication as a result of the recommendations made by the Communication and Engagement Committee. He specifically referred to the community mailings: the Vision, Board Briefs, and the Avoca Center Community Update postcard invitation. Electronic communication improvements were also discussed including the Marie Murphy Chronicles, the Superintendent's regular blog posts and the ongoing use of social media at Avoca West.

Those present discussed the importance of being able to reach those community members who did not have students in the district. It was noted that many of those people receive all of their information about the school district via community mailing and articles in the local newspapers. The increased use of District press releases to celebrate achievements was noted as positive, though the timeliness of when the media sources would print those press releases, if at all, was recognized to be beyond the District's control.

A manner by which to gather information from community members regarding important district issues was also discussed. The committee recognized that feedback on topics

such as Avoca Center, satisfaction and communication itself would be of benefit. Surveys and focus groups were discussed as potential vehicles for collecting data. Ms. Dechovitz referenced the work Ms. Swibel had done to help pass the referendum in 2009. Ms. Swibel not only talked about engaging the community in face to face dialog, but also the importance of regularly communicating the district's financial position and concerns well in advance, several years in fact, before asking the community to support an increase in their taxes.

A question came up regarding what metrics could be used to measure the efficacy of the efforts to improve communication. Dr. Jauch referred to the strong satisfaction results reflected in the previous year's 5Essentials survey.

Board President, Rick Zelinsky

Secretary, Kevin Jauch, Ed.D.