



BOARD OF EDUCATION

Communication Committee

Minutes

January 29, 2018

The Board of Education held a Communication Committee meeting on Monday, January 29, 2018, 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
Sheryl Swibel

Absent:

Gil Gibori

Also Present:

Dr. Kevin Jauch, Superintendent/Secretary of the Board
Suzie Harris, Assistant to the Superintendent (only present for Topic 1)

Topic 1: Winter 2018 Vision

The members of the Communication Committee reviewed the draft of the Winter 2018 Vision. All agreed that the Vision was inclusive, attractive and well laid out. It was suggested that a link for community members be included in the Avoca Center article to provide Avoca Center input.

Topic 2: Lighthouse Logo/Brand

The committee discussed the lighthouse logos that the website committee had also reviewed for using on the new Avoca webpage. After looking at the attributes of all of the different models, the committee made a few recommendations for blending some of the qualities of some of the designs with other qualities from other designs. Dr. Jauch recorded the committee's thoughts and said he would share those ideas with Kelly Sabatini, the designer, and share the results.

Topic 3: Communication Strategy

The committee discussed the school district's ongoing strategy for communication. A key aspect of that discussion revolved around whether or not we are reaching community members without children in the district. A few ideas were considered:

1. Gather data regarding the traffic the website receives. The committee asked for the technology department to review the metrics identifying how often key pages were being accessed, specifically:
 - a. Strategic Plan Dashboard
 - b. Avoca News
 - c. Curriculum Dashboard
 - d. Avoca Center
 - e. Board of Education
 - f. Calendar
 - g. Employment and
 - h. From the Superintendent
2. Include a link to an electronic survey about communication in the next Board Brief. It is scheduled for distribution in the spring. We would like the first survey question to be a “demographic” question (current parent, former parent, future parent, empty nester, other), and have a quick 3-5 question survey that is unique to each group regarding communication.
3. Include an “opt in” option with each edition of the Vision and Board Briefs.
4. Consider sending a postcard to the community when we launch the website or including that news in the next Board Brief after the launch.
5. The Communication Committee also asked for an update regarding how the teacher communication to parent between report cards and conferences is going. Specifically strengths and opportunities for improvement.
6. Consider reinstating Realtor Breakfast. This could once again be done once a year during American Education Week (usually November) and could include more than realtors. We should consider our community businesses and community members who do not currently have children in the schools, too. Kevin will reach out to Joel Raynes to seek an avenue for contacting realtors.

Board President, Rick Zelinsky

Secretary, Kevin Jauch, Ed.D.