



**BOARD OF EDUCATION
Communication Committee
Minutes**

April 30, 2018

The Board of Education held a Communication Committee meeting on Monday, April 30, 2018, at 10:30 a.m. in the Superintendent's Conference Room, 2921 Illinois Road, Wilmette, Illinois.

The meeting was called to order at 10:35 a.m. The following members were present:

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

Also Present:

**Dr. Kevin Jauch, Superintendent/Secretary of the Board
Beth Haugeberg, Avoca School District Technology Coordinator**

Topic 1: Website Update

Beth Haugeberg, Avoca School District Technology Coordinator, shared that she and several other district employees were in the process of being trained by West, the company that will be hosting the site. At this time, all changes to the website will have to be done by hand and by district personnel, unless the District pays West to make the changes. It was explained that the hope had been to launch the website by the time student registration began in April, but other technology demands drew substantial time and attention away from this project.

The committee reviewed the attributes desired of the new site, which included a sleeker look, while being more modern, intuitive and dynamic. They also discussed the most appropriate time to launch the new website. The group was most comfortable with launching the new website in August and publicizing the launch along with other back-to-school activities.

Topic 2: Purposeful and Meaningful Community Engagement

The committee talked about District generated press releases as a key vehicle for reaching non-parent community members, who typically do not visit the District website or actively seek District information. The group also discussed topics of interest for the non-parent community members specifically. The group was complimentary of the Assistant to the Superintendent, Suzie Harris, for her writing skill and tenacity as it related to assertively pursuing publication of press releases. The group also suggested convening a small communication committee to meet a few times a year to provide input regarding the District's communication efforts.

Topic 3: Communication Survey- Board Brief

Committee members discussed addressing the ongoing need of engaging our non-parent community members via an online survey to accompany the next Board Brief. The purpose of the survey is two-fold: 1. to identify the frequency and method by which the respondents wish to receive District information, and 2. to encourage respondents to provide the District with their email address, so the District can push out information to them.

Topic 4: Teacher/Parent Communication at AW

A recommendation from the Communication and Engagement Committee was for teaching staff at the elementary school to identify a way to update parents as that relates to how their children are doing during the periods between Parent/Teacher Conferences and report cards. Dr. Jauch shared that he had very recently requested that information from the elementary school, and he was still awaiting their response.

At the end of the meeting, Gil Gibori moved to adjourn the meeting, and Louise Dechovitz seconded the motion. Upon voice vote with all members voting affirmatively, the meeting was adjourned at 12:35 p.m.

Board President, Rick Zelinsky

Secretary, Kevin Jauch, Ed.D.