

Glenbrook District 225
Communications Committee Minutes – July 30, 2010

Members Present –Taub, Hammer, Boron, Riggle, Williamson, Caliendo, Siena, Pryma, Wegley, Geddeis, Thanopoulos.

Introductions

Each member of the committee introduced themselves. Geddeis and Thanopoulos shared background information.

Discussion on Board/District Communication Goals

Dr. Riggle gave an overview of the District Goals 2010-11 draft that includes a significant portion dedicated to communications improvement. He stated that the planning process will begin with research collection through October and then the draft plan will be tentatively presented to the Board of Education in December.

The committee talked about the need to improve communication with taxpayers and those stakeholders who don't have children in our schools. The committee discussed mailings and how select pieces will continue to be a valued communication tool.

It was suggested that one strategy is to put topics in context for reporters, residents and the school community. Face-to-face engagement is essential and the group talked about conducting regular meetings with taxpayers.

District Communications Plan

As the first step in the planning process, the committee discussed research options that include a formal telephone survey, focus groups, and a communications audit. The group discussed the importance of seeking input from our stakeholders while also gaining a perspective on their communication needs and expectations. The information acquired through the research process will be used to generate the communications plan. In addition, the data may also be used in attracting new employees and in financial decisions. The committee discussed reasonable expenses that may be associated with the planning process. Several major companies were discussed for the audit and research components.

Website

Website enhancements will undoubtedly be part of the communications plan, but work has already started on a plan to revamp the site for the 2011-12 school year. A website group has been formulated to take the necessary steps to develop content, select a new system, and plan for the transition for a new site. The communication flow was discussed to assist in ensuring that the appropriate people are in the loop for school news channels. A website action plan and timeline was distributed to the committee.

Next Meeting

The committee scheduled another meeting for Friday, September 3 at 7:30 a.m.

Meeting adjourned at approximately 9:05 a.m.