

# EXECUTIVE SUMMARY

## FOR THE SHOREWOOD SCHOOL BOARD

**Topic:** Resolution for Shorewood Community-Wide Communications and Marketing

**Date:** November 25, 2014

**Prepared by:** Ted Knight

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**Recommended action:**

<input type="checkbox"/>	Information only
<input type="checkbox"/>	Presentation/discussion
<input type="checkbox"/>	Discussion/action by committee
<input checked="" type="checkbox"/>	Discussion/action by board of education
<input type="checkbox"/>	Presentation/action next meeting

**Recommendation(s):**

We recommend the approval of a Shorewood Community-Wide Communications and Marketing Resolution.

**Purpose:**

The purpose of this resolution is to establish a cohesive communications and marketing collaboration to promote the Shorewood Community, including the Village, the School District, and the Business Improvement District.

**Background:**

The purpose of the Shorewood Community-Wide Communications and Marketing is to further the program established in 2006, forming a marketing leadership group to evaluate the current effectiveness of the marketing program and to continue to improve and strengthen marketing messages, branding, and communications across Shorewood marketing entities to benefit the entire community.

**Attachment:**

Resolution.