

**Communication Committee Meeting
Wood Dale School District 7
November 14, 2017 - 6:30 PM
Wood Dale Board of Education Boardroom**

(Minutes)

Welcome & Review Agenda (10 Minutes)

1. Welcome & Introductions
 - Mary Gomez - BOE Member
 - Shelly Skarzynski - Principal - WDJH
 - Rachele Shayer - Teacher - Oakbrook/Westview
 - John Corbett - Superintendent

2. Goals and Timeframe for Tonight's Meeting
 - Discussed

Work of the Committee 2017/18 - (60 Minutes)

1. Review & Discuss BOE Communication Goal
 - Increase community awareness of positive activities taking place at Wood Dale 7 through the use of print and technology, including social media.

2. Assessment of Current State of Communication

A list was generated of activities and programs that are in place that work well for communicating with the school community as well as the greater Wood Dale Community:

- Twitter
- Instagram/Sanpchat (WDJH)
- Seesaw
- Pushing out into the community (visiting local sites & participating in city activities)
- Classroom emails/newsletters to families
- PTO & Padres Unidos
- City Newsletter
- City (electronic) Sign
- Swiftoutreach - (automated call/emails/texts) - Principals send a weekly email
- Invitations for groups to visit our schools
- Website - New Logo
- School Newsletters
- Communication in multiple languages whenever possible
- School Events (Welcome Back to School Events)
- Participation in Memorial Day Parade

3. Opportunity for Improvement Change

Committee members brainstormed and discussed a number of ideas. The discussion included new approaches, as well as communication vehicles that are already in place but could be enhanced.

4. Establish Goals & Work Plan

Committee determined they would select a “workable” number of goals on which to focus this year.

- Enhance the use of Twitter
 - Encourage use of hashtag (#wdsd7)
 - Encourage staff to “tweet” more frequently
 - Provide training for staff (as needed)
- Post staff & student successes on the website
 - Put on the front page of the website
 - Use pictures of students & staff
- Investigate participation in a local service project(s)
 - Enhance visibility of WD7 throughout the community
 - Create/enhance a positive image of WD7 throughout the community
- In & Out Invitations
 - Create opportunities for community members to visit our schools
 - Seek out opportunities for students & staff to visit & interact with community members outside of our schools

Long-term - Resurrect or find a replacement for the Pancake Breakfast

Wrap-up & Next Steps (10 Minutes)

1. Establish Next Meeting Date

Next Meeting Date: April 5, 2018 - 6:30 - District Boardroom

2. Meeting Process & Productivity Feedback