



WAUNAKEE
COMMUNITY SCHOOL DISTRICT

**Communications
BOE Presentation**

January 12, 2026

Mission, Vision, and Equity Statements

- **Mission Statement:** “Committed to Children...Committed to Community...Committed to Excellence”
- **Vision Statement:** The Waunakee Community School District is a collaborative learning community that works with students, staff, families, and the community to ensure that every student is ready for college and career; through a focus on data, research based best practices, and engagement with students to be active partners in their learning.
- **Equity Statement:** The Waunakee Community School District embraces the differences among our students, staff, and families. We work to provide a safe environment with access to resources, opportunities, and instruction for all students to reach their full potential in the classroom and beyond. We strive to create a culture of dialogue, acceptance, and inclusion. We are committed to engaging all students so that they may thrive academically, socially, and emotionally in an ever-changing multicultural society.



Communications Mission and our Daily Work

Our job is to make sure all stakeholders feel informed, connected, and confident in our school district - every single day.




Communications - Mrs. Blackburn

Introduction:

- New communications position in 2020 for the school district
- Been with WCSD in this position since July 2020
- Previously managed social media for district, through contract work
- Family of 6 - lives in Waunakee, with 2 girls attending WCSD, 1 graduate of WCHS, and 1 will attend WCSD

Strategic Role:

- Champion of student and staff success stories
- Bridge between schools, departments, families, and the greater community
- Ensure communication aligns with district vision, mission, and values
-  [2025–2026 Communications Plan](#)



Communications - Denise

Marketing Management/Leadership Youth Apprenticeship (2-year program)

A program to learn more about the Communication and Marketing career pathway!

- Support event planning and promotional initiatives by designing flyers, posters, and digital materials to increase awareness of district-wide events and enhance school spirit.
- Collaborated with Bethel staff to organize documents, develop marketing materials, and support programs and departments.
- Shadow Mrs. Blackburn during meetings and events, including the Vogel meeting for the new middle school and the campus tour.
- Participated in events such as Kids Expo, Groundbreaking Ceremony, Heritage Ribbon Cutting, Back to School Staff Kick-Off, and Realtor Open House.





Key Priorities for 2025-2026 School Year

- 1) Share our Waunakee story - celebrating our students and staff
- 2) Support of new and potential new families
- 3) Implementation of ParentSquare - new communication tool
- 4) Support departments and schools with BOE goal #1
- 5) Attendance campaign for families (family newsletters, announcements, social media, etc.)



Our Social Media Presence





Waunakee Community School District
7.2K followers • 32 following

Welcome to the official Facebook page for the Waunakee Community School District, located in Dane County in Wisconsin.

6 Schools - 8 partner 4K sites - One Vision of Excellence

Committed to Children
Committed to Community
Committed to Excellence


Following **Learn more**


Posts About Photos Reels Events

Details

Page · Public School

waunakeecsd · 3K followers (+2 links)





Waunakee Community School District
@WaunakeeCSD
660 subscribers • 61 videos

Welcome to the official YouTube page for the Waunakee Community School District! #WaunakeeWAY ...more

youtube.com/channel/UCIgebJT-i0GbAiYqrkpaBm.... and 3 more links

Subscribe

Home Videos Shorts

Videos

Dr. Brown End of the Year 24-25 Family and Staff Video
704 views · 5 months ago

Waunakee End of the Year Video 2024-2025
78 views · 5 months ago

Waunakee Intermediate School - Introduction to Band 2025 Meeting
59 views · 8 months ago

Home **Shorts** **+** **Subscriptions** **You**





Waunakee Community School ...
2,571 posts

Waunakee Community School District
@WaunakeeCSD

Welcome to the official Twitter page for the Waunakee Community School District. #WaunakeeWAY

Waunakee, WI [waunakee.k12.wi.us](#)
Joined July 2018

82 Following **840 Followers**

Not followed by anyone you're following

Posts Replies Media

Pinned

Waunakee Commun... @... · Jul 8, 2024
Hi Waunakee! 🙌 This #WaunakeeWAY account will remain active, but we are using Twitter less and less each day. Follow us on our other platforms to see the amazing things that our students and staff are doing. Visit our website, too! [waunakee.k12.wi.us](#)

Home **Search** **Post** **Notifications** **Messages**





waunakeecsd
Waunakee Community School District

1,097 posts **3,084** followers **97** following

Waunakee, Wisconsin
Committed to Children
Committed to Excellence
#WaunakeeWAY
[linktr.ee/waunakee](#)

School partner

Following

High School **Athletics**

WAUNAKEE WARRIORS



Communications Report Card in Numbers

Media Requests

- 50+ for the 2025 year

Website

- Views: 200,000+
- Users: 40K+
- Website Info Requests/Contact Us: 100+
- Users Scroll to the Bottom: 50+
- Average Engagement Time: 2:00

Smore

- Staff Accounts: 34
- Total Newsletters 4K-12: 60+
- Number of Newsletter Opens at 1 School/Week: 6,357

Community Events/PeachJar

- Total Events Submitted: 75+
- Local Businesses/Orgs: 25+

Facebook

- Total Followers: 7,258
- Growth: 392
- Total Visits: 3.5 K
- Total Views: 184.3 K

Instagram

- Followers: 3,072
- Activity: 1,938
- Visits: 44,581

Youtube

- BOE Subscribers: 712
- BOE Videos: 517
- WCSD Subscribers: 658
- WCSD Videos: 61



Key Responsibilities

- 1) **Collaboration Focus** - Partner with school and district leaders to support school and program goals, provide communication guidance to ensure consistency and alignment, and coordinate district-wide campaigns, recognition efforts, and promotional materials.
- 2) **Communication, including Crisis** - Ensure consistent and transparent communication that reflects districts values and goals, prepare and distribute school and district messaging, (written and oral) maintain readiness with crisis communication needed at both the district and school sites
- 3) **Engagement** - Lead strategic outreach for new and prospective families, partner with school leaders to build trust, support district and school-wide initiatives and events
- 4) **Digital Presence Management** - Oversee district website, maintain positive and engaging social media content (Facebook, Instagram, Twitter, and YouTube)
- 5) **Media and Public Relations** - Serve as liaison and contact for the district, maintain media coverage, build and maintain professional relationships with local and regional media, and draft and distribute press releases that represent the district voice



Communications Focus

- Construction and future referendum planning
- School District branding process
- Family Engagement - 2024 and 2025 survey results and 3rd year of survey in Spring 2026
- Safety and Security, including crisis communication
- New and Prospective Families



Communications Examples

SOUP with the SUP!

W WAUNAKEE COMMUNITY SCHOOL DISTRICT

Join Superintendent Dr. Monica Kelley-Brown for an informal lunch and conversation with staff happening across the Waunakee Community School District. This will be a district wide collaborative opportunity to learn or relate to someone in the partnership between parents and the district.

Soup provided - conversation encouraged!

- Virtual Welcome!
- Feedback Headset
- Serving Station Topics of Discussion

DATE: January 15, 2026
TIME: 12:00-1:00 p.m.

LOCATION: Waunakee Community School District Office, 905 Bethel Circle, Waunakee, WI 53197

RSVP REQUIRED: wcscd_communications@waunakee.k12.wi.us
RSVP DEADLINE: December 19

wcscd_communications@waunakee.k12.wi.us | wcscd_communications@waunakee.k12.wi.us | (808) 849-2000

W WAUNAKEE COMMUNITY SCHOOL DISTRICT

BUILDING ROOTS: REALTORS & SCHOOLS IN PARTNERSHIP

WELCOME TO THE WAUNAKEE COMMUNITY SCHOOL DISTRICT!

We are thrilled to have you! We are excited to have you and your family join our team. We are excited to have you and your family join our team. We are excited to have you and your family join our team.

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WORKING TOGETHER for a STRONG FUTURE

HERITAGE ELEMENTARY SCHOOL RIBBON CUTTING CEREMONY

October 6, 2024 | 1:00 PM - 3:00 PM

Welcome *Danielle Dawson*
Heritage Elementary School Associate Principal

Honorary Video

Ceremonial Remarks *Joan Ensign, Board of Education President*
Dr. Monica Kelley-Brown, WCSD Superintendent
Rick Stoffels, Vogel Bros. Building Co.
Chris Michael, Epixion Urban Architects (EUA)

Ceremonial Ribbon Cutting

Closing Remarks *Dan Carter*
Heritage Elementary School Principal

Special THANKS to our staff and construction/design partners for their role in our ribbon cutting ceremony and community tour. Yours will be given of the new Heritage Elementary School following the program.

VOGEL BROS. BUILDING CO. **euo**

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VOGEL BROS. BUILDING CO. **euo**

EXPLORE HERITAGE ELEMENTARY MUST-SEE TOUR STOPS

CLASSROOM/COLLABORATION - The modern classroom, designed to support early childhood, kindergarten, and first through fourth grades, are equipped with the latest educational technology to enhance student learning and collaboration.

COURTYARD - The open-air courtyard provides a serene, natural learning environment for students and staff to enjoy learning and collaboration.

DUCKS - Explore the duck ponds and discover the children's story behind our school's connection to Heritage Elementary's past.

ENERGY EFFICIENCY - Sustainability is at the core of our design, with solar panels and geothermal heating powering our new school.

FLEX CASE - Our four Flex Case spaces serve as vibrant, unique areas and versatile collaboration zones for projects, meetings, and more.

GYM - Our spacious, full-size gymnasium supports a wide variety of physical activities for students and the community.

HISTORY WALL - A heartfelt thank you to Chris Hezel and Kathy Bartling for preserving the rich history of our school, beautifully displayed on our History Wall.

LHIC - The stunning library media center invites you to enjoy a captivating view while discovering new learning resources.

OUTDOOR CLASSROOM SPACES - These open-air classrooms offer students and staff a unique environment for learning and collaboration, blending nature with education to inspire creativity and connection.

PLAYGROUND - Designed with accessibility in mind, our playground is a space for all students to play and explore together.

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W WAUNAKEE COMMUNITY SCHOOL DISTRICT

WORKING TOGETHER for a STRONG FUTURE

REFERENDUM QUESTION

The School Board of the Waunakee Community School District has authorized to amend the revenue limit by \$45 million for the 2025-2026 school year and by an additional \$200,000 for a total of \$47.2 million for the 2024-2025 school year and thereafter for any amount "persons" consisting of existing programs and services and the existing compensation and salary schedule for 2025-2026. The revenue limit for the 2025-2026 school year is \$47.2 million and for the 2026-2027 school year is \$47.2 million. The revenue limit for the 2027-2028 school year is \$47.2 million. The revenue limit for the 2028-2029 school year is \$47.2 million. The revenue limit for the 2029-2030 school year is \$47.2 million. The revenue limit for the 2030-2031 school year is \$47.2 million. The revenue limit for the 2031-2032 school year is \$47.2 million. The revenue limit for the 2032-2033 school year is \$47.2 million. The revenue limit for the 2033-2034 school year is \$47.2 million. 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The revenue limit for the 2244-2245 school year is \$47.2 million. The revenue limit for the 2245-2246 school year is \$47.2 million. The revenue limit for the 2246-2247 school year is \$47.2 million. The revenue limit for the 2247-2248 school year is \$47.2 million. The revenue limit for the 2248-2249 school year is \$47.2 million. The revenue limit for the 2249-2250 school year is \$47.2 million. The revenue limit for the 2250-2251 school year is \$47.2 million. The revenue limit for the 2251-2252 school year is \$47.2 million. The revenue limit for the 2252-2253 school year is \$47.2 million. The revenue limit for the 2253-2254 school year is \$47.2 million. The revenue limit for the 2254-2255 school year is \$47.2 million. The revenue limit for the 2255-2256 school year is \$47.2 million. The revenue limit for the 2256-2257 school year is \$47.2 million. The revenue limit for the 2257-2258 school year is \$47.2 million. The revenue limit for the 2258-2259 school year is \$47.2 million. The revenue limit for the 2259-2260 school year is \$47.2 million. The revenue limit for the 2260-2261 school year is \$47.2 million. The revenue limit for the 2261-2262 school year is \$47.2 million. The revenue limit for the 2262-2263 school year is \$47.2 million. The revenue limit for the 2263-2264 school year is \$47.2 million. The revenue limit for the 2264-2265 school year is \$47.2 million. The revenue limit for the 2265-2266 school year is \$47.2 million. The revenue limit for the 2266-2267 school year is \$47.2 million. The revenue limit for the 2267-2268 school year is \$47.2 million. The revenue limit for the 2268-2269 school year is \$47.2 million. The revenue limit for the 2269-2270 school year is \$47.2 million. The revenue limit for the 2270-2271 school year is \$47.2 million. The revenue limit for the 2271-2272 school year is \$47.2 million. The revenue limit for the 2272-2273 school year is \$47.2 million. The revenue limit for the 2273-2274 school year is \$47.2 million. The revenue limit for the 2274-2275 school year is \$47.2 million. The revenue limit for the 2275-2276 school year is \$47.2 million. The revenue limit for the 2276-2277 school year is \$47.2 million. The revenue limit for the 2277-2278 school year is \$47.2 million. The revenue limit for the 2278-2279 school year is \$47.2 million. The revenue limit for the 2279-2280 school year is \$47.2 million. The revenue limit for the 2280-2281 school year is \$47.2 million. The revenue limit for the 2281-2282 school year is \$47.2 million. The revenue limit for the 2282-2283

Engaging our Business Community

Partners:

- Village of Waunakee (EMS, Police, Fire)
- Waunakee Village Center
- Waunakee Neighborhood Connection
- Waunakee Food Pantry
- Waunakee Public Library

 <https://www.waunakee.k12.wi.us/community/peachjar>



Upcoming Initiatives

- 1) Attendance Campaign
- 2) Support 4K programming and planning for the 2026-2027 school year, including the 4K Community Focus Group
- 3) Accessibility and ADA Compliance with website and digital presence of our school district
 - a) Schools will soon need to meet [WCAG 2.1 AA](#) standards across all digital content, not just websites.
 - b) This includes social media posts, website, photos and graphics, videos and reels, email signatures, google docs, slides, digital handouts, teacher-created materials, LMS (Learning Management System/digital learning material), tutorials, e-newsletters, etc.
- 4) Waunakee Community Middle School - opening Fall 2026
 - a) Save the date for the Ribbon Cutting Ceremony - September 13, 2026
- 5) Potential November 2026 operational and High School referendum



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Questions?





WAUNAKEE
COMMUNITY SCHOOL DISTRICT