



**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)



# 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





# 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



# Contact Information

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# Questions?



