

SCHOOL DISTRICT OF WEST ALLIS-WEST MILWAUKEE, ET AL.  
Board Room (6th Floor Room 609) (414) 604-3005  
1205 S. 70th Street  
West Allis, Wisconsin 53214

**COMMUNICATION & COMMUNITY RELATIONS  
BOARD COMMITTEE MEETING MINUTES**

**June 24, 2024  
5:00 PM**

1. Call to Order  
The meeting was called to order at 5:00 p.m.
2. Roll Call  
The following were present at the meeting:
  - Rebecca Lee, Vice Chair
  - Jeff Sikich, Committee Member
  - Carolyn Hahn, Director of Communications and Engagement
  - *Excused - Amy Deal, Chair*
3. Modifications to the Agenda  
There were no modifications to the agenda.
4. Approve Minutes from the Last Meeting  
The minutes from the April 22, 2024, meeting were approved.
5. Prior Meeting Business/Questions  
None
6. New Business:
  - 6.1 Newsletter Data (Update)  
Communications staff reviewed the open rate data for our newsletter and the rate remained consistent (between 56-59%) even after sending it out at different times of the day. We have started to send a follow-up email to families and community members who have not opened the newsletter to encourage them to do so.
  - 6.2 Student Showcases Reflection and Discussion  
Committee members discussed the student showcases from the past year and agreed that no changes should be made for next school year. Students will be reminded to talk louder and slow down prior to the showcases.
  - 6.3 Annual Report  
A draft of the annual report for the 2023-24 school year was reviewed. Instead of focusing on one event per school, this year's report will focus on different themes for each page. Each school will be featured within one or more of those themes.
7. Community Feedback  
None
8. Possible Suggestion(s) for Future Discussion  
None
9. Adjourn  
The meeting ended at 5:20 p.m.