

SCHOOL DISTRICT OF WEST ALLIS-WEST MILWAUKEE, ET AL  
1205 S. 70th Street  
West Allis, WI 53214  
Room 613

NOTICE & AGENDA  
FOR THE  
COMMUNICATION & COMMUNITY RELATIONS BOARD COMMITTEE MEETING MINUTES

February 26, 2024

The following individuals were in attendance:

- Amy Deal, Chair
- Rebecca Lee, Vice Chair
- Jeff Sikich, Committee Member
- Carolyn Hahn, Director of Communications and Engagement

**1. Call to Order (5:00 pm)**

*The Meeting was called to order at 5:00 pm.*

**2. Roll Call**

*All committee members were in attendance.*

**3. Modifications to the Agenda**

*There were no modifications to the agenda.*

**4. Approve Minutes**

*The minutes from the November 2023 committee meeting were approved.*

**5. Prior Meeting Business/Questions**

*None*

**6. New Business**

**6.1. Introduction**

*Ms. Hahn introduced herself as the new Director of Communications and Engagement and provided background on her experiences in education.*

**6.2. Referendum Communication Update**

*A new referendum flyer is currently being worked on to provide to our community members. The emphasis of this flyer will be about investing in our people and our schools. A revised address list is being developed to make sure that all community members are receiving our mailed communications. Our district website has recently been updated so it is easier to navigate. One page information sheets about the needs of each of our schools/facilities are now available on the website along with a FAQs (frequently asked questions) section. We will be adding 30-second videos to the website, answering our most frequently asked questions. All of the referendum information will be available in both English and Spanish and there are plans to have administration and school board members at upcoming district events to answer community questions about the referendum.*

**6.3. Newsletter Platform Migration Update**

*The district has transitioned our newsletter over to the Smore platform. Feedback has been positive about the switch to this new platform as it provides translation into many different language. The platform is also “live” at all times so it is possible for district staff to do “in-time” corrections to the newsletter.*

**7. Possible Suggestion(s) for Future Discussion**

*None*

**8. Review of Upcoming Events**

*Referendum Engagement Sessions will take place on:*

- *Tuesday, April 16, 2024 at 6 pm at West Milwaukee Intermediate School*
- *Wednesday, May 1, 2024 at 6 pm at West Allis Central High School*
- *Tuesday, May 7, 2024 at 6 pm at Nathan Hale High School*

**9. Community Feedback**

*None*

**10. Adjourn**

*The meeting was adjourned at 5:26 p.m.*