

SCHOOL DISTRICT OF WEST ALLIS-WEST MILWAUKEE, ET AL.  
WAWM Activity & Fitness Center (AFC) (Former Lane) (414) 604-3005  
2nd Floor - Room 220  
1300 S. 109th St. | West Allis, WI 53214

**COMMUNICATIONS & ENGAGEMENT  
BOARD COMMITTEE MEETING MINUTES**

**November 17, 2025  
5:00 PM**

**1. Call to Order**

The meeting was called to order at 5:01 p.m.

**2. Roll Call**

The following were present at the meeting:

- Amy Deal, Chair
- Rebecca Lee, Vice Chair
- John Verbos, Committee Member
- Carolyn Hahn, Director of Communications and Engagement
- Joe Becker, School Board Member

**3. Review and Add Any Modifications to the Agenda**

None

**4. Approve Minutes from the Last Meeting**

Motion by Rebecca Lee, second by John Verbos to approve the minutes of the September 22, 2025 meeting.

**5. Public Comments**

None

**6. Old or Unfinished Business**

None

**7. New Business**

**7.1. Review KPIs**

The committee reviewed our key performance indicators from the Strategic Plan. There are indicators that focus on increasing the district's Facebook and Instagram engagement along with increasing the open rate for our monthly and weekly newsletters. The goals for these indicators have already been met or are close to being met three months into the new strategic plan. Committee members discussed modifying the indicators to better reflect the goals for engagement. These modifications include doubling our engagement on Facebook and Instagram and increasing the newsletter open rates from 62%/60.3% to 70%.

The committee also discussed and agreed to change the goal for the School Perceptions survey question, which focuses on how likely it is for a parent to recommend the school district to a family member or friend. The goal will be to increase the recommendation score to 7.99.

**8. Items to be Considered for Future Discussion**

None

**9. Adjournment**

The meeting was adjourned at 5:23 p.m. Moved by Rebecca Lee, seconded by John Verbos.