

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

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

**June 23, 2025
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:
 - Amy Deal, Chair
 - Rebecca Lee, Vice Chair
 - John Verbos, Committee Member
 - Carolyn Hahn, Director of Communication and Engagement
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 May 19, 2025, Communication & Community Relations and Employee Engagement & Culture combined Committee meetings.
5. Public Comments
None
6. Old or Unfinished Business
None
7. New Business
 - 7.1. KPI Review
The committee went over the two long-term goals developed for communications and community engagement for the 2025-30 Strategic Plan. These goals include seven (7) key performance indicators (KPIs) that will track progress towards these overarching goals. Action steps for each KPI were reviewed and feedback was provided.
8. Items to be Considered for Future Discussion
None
9. Adjournment
The meeting was adjourned at 5:30 p.m. Moved by Rebecca Lee, seconded by John Verbos.