

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

April 22, 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 March 2024 committee meeting were approved.

5. Prior Meeting Business/Questions

None

6. New Business

6.1. Newsletters (The West Way & Monthly) Data Review

Data was reviewed regarding the open rate for The West Way (weekly newsletter) and the monthly district newsletter. The open rate for our newsletters is around 46% but we'd like to get this number higher. The newsletters are currently being sent out on Fridays at different times of the day. Discussion centered around sending the newsletters out on different days/times to try and increase the open rate.

6.2. Spring Engagement Session Feedback

The committee discussed the April 16th Referendum Engagement Session and provided feedback on what worked and didn't work. Suggestions included shortening the information portion of the presentation to provide more time for community members to ask questions.

6.3. Review of Draft Referendum Communication Long-Term Planning

Communication for the referendum has been broken down into a monthly calendar. The calendar identifies what district events are going on that month and the types of communications that will be shared with the community. Each month will have a different theme along with weekly social media posts and a monthly video. There are also monthly email updates going out to our staff about the referendum. Our most recent social media ad for the referendum engagement sessions had around 18,000 views.

7. Possible Suggestion(s) for Future Discussion

None

8. Community Feedback

None

9. Adjourn

The meeting was adjourned at 5:24 p.m.