



**COMMITTEE OF THE WHOLE MEETING OF THE BOARD OF EDUCATION  
LYONS TOWNSHIP HIGH SCHOOL DISTRICT 204**

**Room 103-104  
100 South Brainard Avenue  
La Grange, Illinois 60525  
Monday, December 2, 2024 - 6:30 PM**

**AGENDA**

**I. CALL TO ORDER**

**II. PLEDGE OF ALLEGIANCE**

**III. PUBLIC PARTICIPATION**

**IV. FINANCE**

A. Future Facilities Funding Discussion: Willow Springs Property

**V. STRATEGIC PLAN**

A. Goal Four Update (Family and Community Partnerships) 2

**VI. HUMAN RESOURCES**

A. Stipend Committee Recommendations 22

**VII. PUBLIC PARTICIPATION**

**VIII. CLOSED SESSION**

Litigation, when an action against, affecting or on behalf of the particular public body has been filed and is pending before a court or administrative tribunal, or when the public body finds that an action is probable or imminent, in which case the basis for the finding shall be recorded and entered into the minutes of the closed meeting. 5ILCS 120/2(c)(11)

**IX. ADJOURNMENT**

**BY ORDER OF  
JILL GRECH  
LYONS TOWNSHIP HIGH SCHOOL DISTRICT 204  
100 SOUTH BRAINARD AVENUE  
LA GRANGE, IL 60525**



**LYONS TOWNSHIP HIGH SCHOOL  
District 204**

**Dr. Brian Waterman, Superintendent**

Ph: 708-579-6451 E: BWaterman@LTHS.net

North Campus 100 S. Brainard Ave., LaGrange, IL 60525

South Campus 4900 S. Willow Springs Ave., Western Springs, IL 60558

TO: District #204 Board of Education

FROM: Dr. Brian Waterman, Superintendent

DATE: Monday, December 2, 2024

RE: Strategic Plan Goal Four Update

During the December 2 Committee of the Whole Meeting, the leadership team will share an update regarding Goal Four (Family and Community Partnerships) of the strategic plan. The update will include a brief overview of Goal Four, including the 2024-25 Priority List. The highlights covered during the presentation will include:

- Strategic Communication Plan
- Learner Preparedness Document

Within this packet of materials, you will find the slide deck that will be utilized during Monday evening's presentation. Please note that all of the information for each of the five strategic plan goals is also posted on the [LTHS Strategic Plan Website](#).

Recommendation

action is required. This item is informational.

No





# LYONS TOWNSHIP HIGH SCHOOL DISTRICT 204

## Communications / Strategic Plan Timeline

2024-25

### Website / Email

#### Principal Communications to Parents/Guardians

Coordinate weekly distribution of relevant information, click [here](#) to view

#### Quarterly Superintendent Communications

Overview of District updates, click [here](#) to view

#### Facility Assessment and Long-Term Plan

Keep current communications/website for community

#### School Safety Communications

Messaged safety plan on website & [email campaign](#)

#### Internal Communications

CLT monthly newsletter coordination among departments/distribution to staff.

Assisted in HR related initiatives (flu shot webpage, staff wellness page, open enrollment, Election Guide, Professional Learning brochure, etc.)

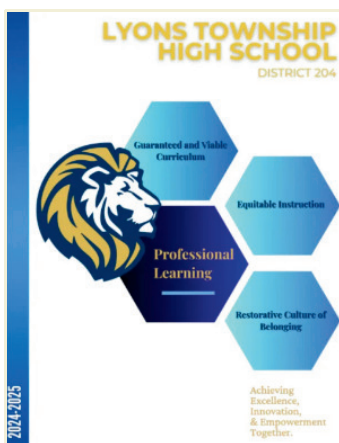
#### Modified Website based on Community Feedback

Update to continue to enhance the user experience.

### Events

#### Promotion of Various Events

Veteran's Day, LTCAC meetings, Freshmen Experience Day, etc.



### Social Media

#### Creation and Distribution to Platforms

Posts from D204 Facebook - 153 posts since August 19  
Twitter / X - 151 posts since August 19

Developed videos for larger events (back to school, LTCAC, Veteran's Day, etc.)  
*Data from start of school year.*

### Alumni Relations

#### Alumni Newsletter

Designed and mailed to 36,048 households within District; click [here](#)

#### Various Updates

Hall of Fame, Wall of Honor, Sweethearts

#### Alumni Reunion for Homecoming

Planned and hosted 400 Alumni at the Corral. To view recap video, click [here](#).

#### Hall of Fame

Launched new program and [induced 2 new members](#) during Homecoming.

#### Operation Recognition

Coordinated efforts to honor veterans by awarding diplomas to those who left high school to join the armed forces. Awarded 1 at Veteran's Day celebration.





# LYONS TOWNSHIP HIGH SCHOOL DISTRICT 204

## Communications / Strategic Plan Timeline

2024-25

### Community Communications

#### District Calendar

Coordinated among departments and created print copy and [online version](#).

#### By The Numbers Brochure

Gathering relevant information from various departments to design and mail to 31,000 households within District after Semester 1.

#### Community Postcard

Designed/deployed to 27,862 households within District.

#### Fine Arts Calendar

Designed and mailed to 3,267 households within District; click [here](#)

#### 9th Grade Transitions Document

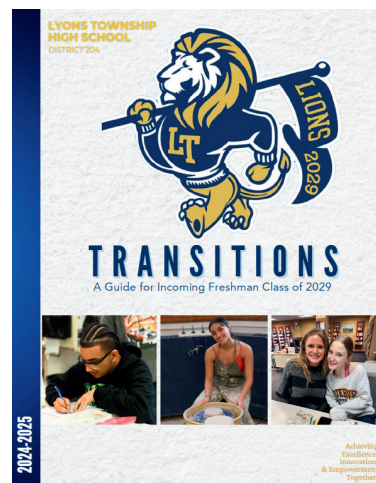
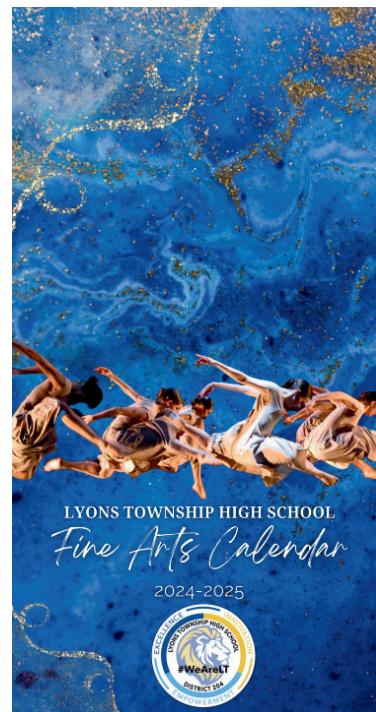
Developed as a [valuable resource](#) for families as they transition to LTHS.

#### Video Series

Launched Year 3 of Excellence, Innovation and Empowerment video series and introduced Teachers Make a Difference campaign.

#### Celebration of "Exemplary" Rating

Coordinated messaging internally and externally with website promotion, email distribution and video creation.



### Media Relations

#### Press Releases

Wrote and distributed celebratory releases

#### Media Inquiries

Liaison between media and District





# LYONS TOWNSHIP HIGH SCHOOL DISTRICT 204 Communications / Strategic Plan Timeline

2024-25

## Community Relations Department

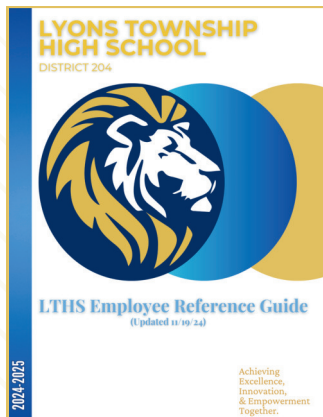
### GOALS

PARTNER WITH FAMILIES AND THE COMMUNITY TO SUPPORT AND EXPAND LEARNING OPPORTUNITIES FOR ALL STUDENTS

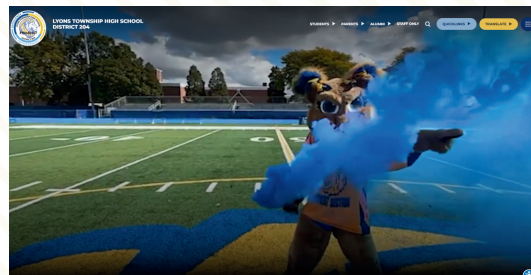
INVESTIGATE OTHER SCHOOLS' MEANS OF COMMUNICATING WITH COMMUNITIES

### STRATEGIES

- BUILD CONFIDENCE AND ENGAGEMENT WITH FAMILIES AND THE COMMUNITIES THROUGH IMPROVED COMMUNICATION, COLLABORATION AND TRANSPARENCY.
- PARTNER WITH THE COMMUNITY TO OFFER LEARNING OPPORTUNITIES TO EXPOSE STUDENTS TO POTENTIAL CAREER PATHWAYS AND COMMUNITY SERVICES.
- PROMOTE HIGH SCHOOL READINESS BY FOSTERING COMMUNICATION AND COLLABORATION WITH OUR ASSOCIATE DISTRICTS.



| LYONS TOWNSHIP HIGH SCHOOL DISTRICT 204  |  |  |   |
|--|--|--|---|
| KEY ACADEMIC CONCEPTS FOR INCOMING FRESHMEN BY DISCIPLINE  |  |  |   |
| <p><b>ENGLISH</b></p> <ul style="list-style-type: none"> <li>Differentiate between major genres</li> <li>Identify abstracted features (both common and uncommon between genres)</li> <li>Articulate and apply where the main message is to be conveyed</li> <li>Identify supporting details</li> <li>Define the basic tenets of reading comprehension (literal, inferential, and evaluative) and demonstrate comprehension at all levels in an age appropriate piece</li> <li>Distinguish between implicit and explicit information</li> <li>Demonstrate the habit of annotating a text</li> <li>Write a basic claim and support it with evidence</li> <li>Explain paragraph construction (topic sentence, supporting details, concluding sentence)</li> <li>Define paragraph function in a multi-paragraph paper</li> <li>Cite sources and create a works cited page</li> <li>Edit over writing and the writing of poems</li> <li>Identify and define differences between narrative, expository, and argumentative writing</li> <li>Formulate original questions in preparation for discussion</li> <li>Other ideas and pose questions in discussion</li> <li>Summarize a peer's opinion in discussion</li> <li>Attempt to respond on a peer's opinion after summarizing it</li> <li>Continue development of word recognition</li> <li>Sentence structure (run-ons, comma splices, compound-complex sentences, independent and dependent clauses)</li> <li>Parts of speech</li> <li>Punctuation and capitalization rules (periods, commas, exclamation points, question marks, apostrophes, colons, and semicolons)</li> <li>Homonyms and Homophones</li> <li>Navigate websites with ease</li> <li>Knowledge of databases</li> <li>Save and copy documents on Google</li> <li>Navigate Google and organize documents</li> </ul> | <p><b>MATH</b></p> <ul style="list-style-type: none"> <li>Understand the connections between proportional relationships, linear, and linear equations</li> <li>Work with radicals</li> <li>Work with integer exponents</li> <li>Understand the connections between proportional relationships, linear, and linear equations</li> <li>Analyze and solve linear equations and pairs of simultaneous linear equations</li> <li>Solve Linear Equations of all kinds (variables on both sides, like terms, distributive property, decimals, fractions, rounding, order of operations, calculator, negatives, etc.)</li> <li>Define, evaluate, and compare functions</li> <li>Use functions to model relationships between quantities</li> <li>Understand congruence and similarity using physical models, transparencies, or geometry software</li> <li>Understand and apply the Pythagorean Theorem</li> <li>Solve real-world and mathematical problems involving volume of cylinders, cones and spheres</li> <li>Investigate patterns of association in bivariate data (i.e. scatter plots, box and whisker, correlation of data, 2-way tables)</li> <li>Factoring and solving quadratics</li> <li>Solving systems of equations</li> <li>Simplifying radical expressions</li> <li>Exponential functions</li> <li>Writing equations from a scenario</li> <li>Investigate patterns of association in bivariate data (i.e. scatter plots, box and whisker, correlation of data, 2-way tables)</li> </ul> | <p><b>PHYSICAL EDUCATION</b></p> <ul style="list-style-type: none"> <li>Identify examples of health-related fitness activities vs. skill-related activities</li> <li>Compare and contrast efficient and inefficient movement patterns</li> <li>Describe FITT and how it can be used to reach a fitness goal</li> <li>Identify strengths and weaknesses related to a fitness goal</li> <li>Identify major muscle locations and their function</li> <li>Compare and contrast various types of game strategies and offensive/defensive strategies</li> <li>Understand basic rules and concepts for traditional games</li> <li>Understand how the heart and body respond to various types of exercise</li> <li>Demonstrate basic locomotor skills: running, jumping, throwing, kicking and striking to participate in a variety of games and activities</li> <li>Demonstrate competency in functional and fitness-related movements</li> <li>Demonstrate pacing and energy management</li> <li>Demonstrate basic levels of teamwork, cooperation, flexibility, acceptance, and accountability in participable in various activities</li> <li>Demonstrate responsible decision-making and safety</li> </ul> <p><b>SOCIAL STUDIES</b></p> <ul style="list-style-type: none"> <li>Create essential questions that consider multiple perspectives to guide inquiry about a topic</li> <li>Make connections</li> <li>Foundational understanding of perspective and point of view</li> <li>Ask essential and focused questions that consider multiple perspectives to guide inquiry about a topic</li> <li>Corporate and contrast</li> <li>Comparison and application</li> <li>Determine sources representing multiple points of view and diversity of authority that will assist in organizing a research plan</li> <li>Identify main idea and supporting details</li> <li>Understand charts/graphs, be able to read timelines, and recognize chronology</li> </ul> | <p><b>SCIENCE</b></p> <ul style="list-style-type: none"> <li>Engage in an investigation to collect observational data</li> <li>Discuss observations and include related phenomena noticed during an investigation</li> <li>Generate a list (hypothesis) and ask questions to investigate in a small group</li> <li>Revised initial thinking by writing, drawing, and sharing the initial models that explain the new and any of the phenomena</li> <li>Plan and carry out investigations to gather more evidence regarding the phenomena. This may include the use of computer simulations and/or digital resources, though not required</li> <li>Engage in argument from evidence after their investigations, data analysis, etc. is complete to critique (including peer feedback) their work and that of their peers. This should include making revisions to their models, asking new questions to drive learning forward.</li> <li>Engage in argument from evidence after their investigations, data analysis, etc. is complete to critique (including peer feedback) their work and that of their peers. This should include making revisions to their models, asking new questions to drive learning forward.</li> <li>Early science</li> <li>Analyzing graphs</li> <li>Cells and molecular dynamics</li> <li>Genetics and inheritance, cell organization (organelles, scientific method/process, and explanation writing)</li> <li>Writing claims identifying specific evidence, and experimental design (identifying independent/dependent variables)</li> <li>Calculating a percent in various ways</li> <li>Identifying characteristics of life</li> </ul> |





# LYONS TOWNSHIP HIGH SCHOOL DISTRICT 204

## Communications / Strategic Plan Timeline

2024-25

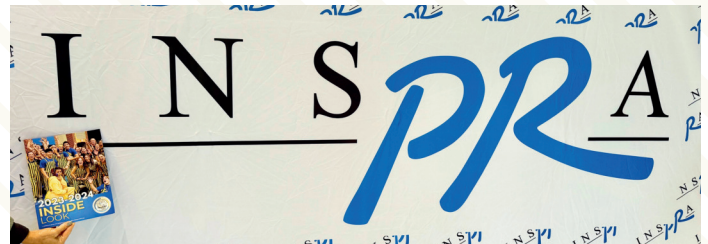
### Community Relations Department

## AWARDS

### INSPIRA AWARDS

Community Relations received 12 total awards in various categories:

- LT's Website
- Social Media (Facebook)
- Fine Arts Calendar print piece
- Inside Look Magazine
- Postcard Series
- 5 Videos
  - Excellence, Innovation & Empowerment Series
  - Adaptive PE
  - Incubator
  - Belonging at LT from the Student Voice
  - All School Assembly
- By the Numbers Annual Report
- Alumni Newsletter



Community Relations  
Assistant/Alumni  
Jennifer Pasko

Community Relations  
Coordinator  
Mary Lin Muscolino

Website and Electronic  
Communications Specialist  
Bridget Machalinski





# LYONS TOWNSHIP HIGH SCHOOL DISTRICT 204

## Communications / Strategic Plan Timeline

2024-25

### Metrics

#### WEBSITE

**Overall Site Users:** 91k (83k new users)  
453,775 total page views

**Average Engagement Time per user:**  
1min 47 sec

**Top Pages Visited:** Home, Calendar,  
Search Box (full top 10 on right)

**Top cities:** Chicago, La Grange, Western Springs,  
La Grange Park, Brookfield, Countryside

#### SOCIAL MEDIA

**Total Facebook Fans: 3,700**

**Engagement on Facebook**  
12,600 content interactions (likes/shares)  
902 link clicks; 265 more followers

**Total Twitter / X Followers: 1,608**  
89 new followers this school year  
4.7k video views, 5.5k media views  
846 likes, 121 shares

#### EMAIL

**Weekly Principal Communications to Parents/Guardians**

Average 6,084 opens (77.84%) and 10.25% click rate

**Quarterly Superintendent Communications**

Average 7,900 opens (75.67%) and 1.47% click rate

**Board Briefs**

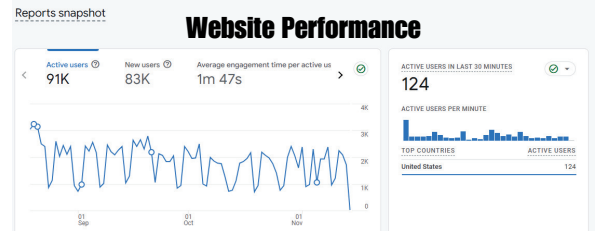
Average 4,254 opens (64.96%) and 1.38% click rate

**CLT Newsletters**

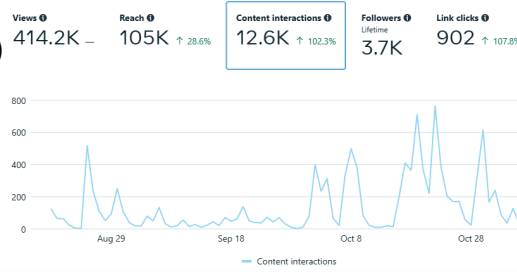
Average 521 opens (65.74%) and 13.01% click rate

**Data: 1st day of school-present: 8/19/24-11/14/24**

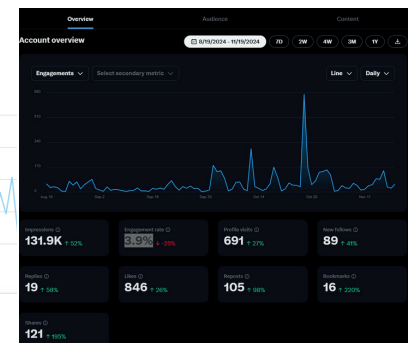
| Page title and screen class   | Views                    | Active users            | Views per active user | Average engagement time per active user |
|---|--------------------------|-------------------------|-----------------------|---|
| Total   | 453,775<br>100% of total | 90,627<br>100% of total | 5.01<br>Avg 0%        | 1m 47s<br>Avg 0%                        |
| 1 Home - Lyons Township High School District 204  | 126,146                  | 51,812                  | 2.43                  | 41s                                     |
| 2 Calendar - Lyons Township High School District 204                                    | 25,126                   | 12,879                  | 1.95                  | 58s                                     |
| 3 Search Results - Lyons Township High School District 204                              | 18,363                   | 7,965                   | 2.31                  | 38s                                     |
| 4 Bell Schedule - Lyons Township High School District 204                               | 13,571                   | 4,844                   | 2.80                  | 45s                                     |
| 5 Login - Lyons Township High School District 204                                       | 12,541                   | 3,685                   | 3.40                  | 56s                                     |
| 6 Faculty/Staff Directory - Lyons Township High School District 204                     | 11,943                   | 3,591                   | 3.33                  | 1m 21s                                  |
| 7 Parents - Lyons Township High School District 204                                     | 11,902                   | 4,047                   | 2.94                  | 34s                                     |
| 8 Athletics - Lyons Township High School District 204                                   | 10,984                   | 6,765                   | 1.62                  | 29s                                     |
| 9 Schedules - Lyons Township High School District 204                                   | 10,811                   | 6,159                   | 1.76                  | 17s                                     |
| 10 Homecoming 2024: UNDER THE NORTHERN LIGHTS - Lyons Township High School District 204 | 8,003                    | 4,410                   | 1.81                  | 42s                                     |



#### Facebook Performance



#### X Performance



[View full email statistics here.](#)

[View Communications from Principal, Superintendent and District here.](#)

**ARCHIVE FILES**

**BELOW**



# LYONS TOWNSHIP HIGH SCHOOL DISTRICT 204

## Communications / Strategic Plan Timeline

2023-24

### Website / Email

#### Principal Communications to Parents/Guardians

Coordinate weekly distribution of relevant information, click [here](#) to view

#### Quarterly Superintendent Communications

Overview of District updates, click [here](#) to view

#### Launched Community Webpage

Click [here](#)

#### Created Year 2 Strategic Plan Webpage

Update with relevant information, click [here](#)

#### Facility Assessment and Long-Term Plan

Drafted communications and website for community

#### Internal Communications

CLT monthly newsletter coordination among departments/distribution to staff, assisting in HR related initiatives (flu shot webpage, open enrollment, etc.)

#### Modifying Website based on Community Feedback

Goal of launching updates to continue to enhance the user experience in February, 2024. New photos for school year to homepage, add syllabi for all courses, news page, etc. Various club/team updates

#### 5Essentials Parent/Community Survey

Drafted communication to encourage student response to opt in

### Events

#### Promotion of Various Events

Community Conversations, Veteran's Day, LTCAC meetings, Freshmen Experience Day, etc.

### Social Media

#### Creation and Distribution to Platforms

Increased amount of posts from District Facebook and Twitter accounts - 162 social media posts since August. Developed videos for larger events (back to school, LTCAC, Veteran's Day, etc.)

### Alumni Relations

#### Alumni Newsletter

Designed and mailed to 36,048 households within District; click [here](#)

#### Various Updates

Hall of Fame, Wall of Honor, Sweethearts

#### Alumni Reunion for Homecoming

Planned and hosted 150 Alumni at the Corral. The Doings featured event; click [here](#)





# LYONS TOWNSHIP HIGH SCHOOL DISTRICT 204

## Communications / Strategic Plan Timeline

2023-24

### Community Communications

#### District Calendar

Coordinated among departments and created print copy and online version.

#### By The Numbers Brochure

Gathered relevant information from various departments, designed and mailed to 31,000 households within District; click [here](#)

#### Community Postcard

Designed/deployed to 27,862 households within District

#### Fine Arts Calendar

Designed and mailed to 3,267 households within District; click [here](#)

#### 9th Grade Preparedness Document

Utilized to foster relationship among feeder middle schools

#### Launch Year 2 of Excellence, Innovation and Empowerment Video Series

To view, click [here](#)

#### Strategic Plan Booklet

Designed and developed; click [here](#)

#### Monthly Superintendent Webinars

Promote updates for community and post [link](#) for viewers after the event



### Media Relations

#### Press Releases

Wrote and distributed 15+ celebratory releases

#### Media Inquiries

Liaison between media and District





# LYONS TOWNSHIP HIGH SCHOOL DISTRICT 204

## Communications / Strategic Plan Timeline

2023-24

### Community Relations Department

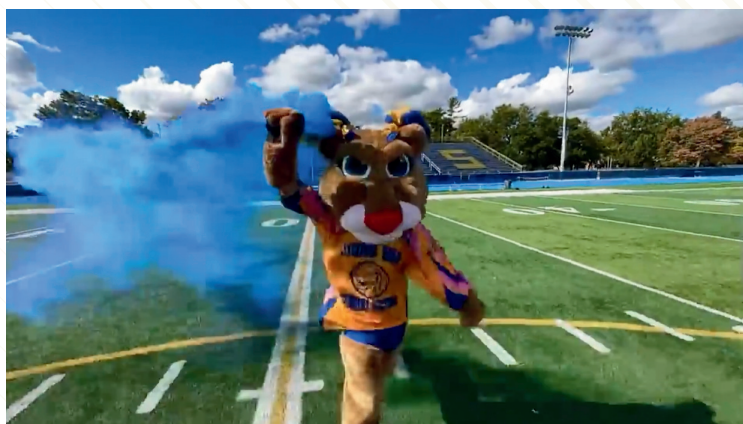
#### GOALS

PARTNER WITH FAMILIES AND THE COMMUNITY TO SUPPORT AND EXPAND LEARNING OPPORTUNITIES FOR ALL STUDENTS

INVESTIGATE OTHER SCHOOLS' MEANS OF COMMUNICATING WITH COMMUNITIES

#### STRATEGIES

- BUILD CONFIDENCE AND ENGAGEMENT WITH FAMILIES AND THE COMMUNITIES THROUGH IMPROVED COMMUNICATION, COLLABORATION AND TRANSPARENCY.
- PARTNER WITH THE COMMUNITY TO OFFER LEARNING OPPORTUNITIES TO EXPOSE STUDENTS TO POTENTIAL CAREER PATHWAYS AND COMMUNITY SERVICES.
- PROMOTE HIGH SCHOOL READINESS BY FOSTERING COMMUNICATION AND COLLABORATION WITH OUR ASSOCIATE DISTRICTS.





# LYONS TOWNSHIP HIGH SCHOOL DISTRICT 204

## Communications / Strategic Plan Timeline

2023-24

### Metrics

#### WEBSITE

**Overall Site Visits: 154k users, 947k page views**  
(8/1/23-12/5/23)

**Top Pages Visited: Home, Students, Calendar, Parents**  
(full top 10 on right)

**Top cities:**  
La Grange, Chicago, Western Springs

| Page title and screen class                          | Views<br>100% of total | Users<br>100% of total | City              | Users<br>100% of total | New users<br>100% of total |
|--|------------------------|------------------------|-------------------|------------------------|----------------------------|
| 1 Lyons Township High School District 204 / Homepage | 219,683                | 82,772                 | 1 La Grange       | 37,679                 | 32,860                     |
| 2 Students / Students                                | 38,711                 | 14,789                 | 2 Chicago         | 37,227                 | 31,322                     |
| 3 Calendar - Master / Bell Schedule                  | 33,115                 | 9,061                  | 3 Western Springs | 9,932                  | 7,834                      |
| 4 Lyons Township High School District 204 / Calendar | 32,910                 | 16,789                 | 4 (not set)       | 5,661                  | 3,865                      |
| 5 Parents / Parents                                  | 28,879                 | 8,828                  | 5 Brookfield      | 4,113                  | 2,755                      |
| 6 Sign in  | 26,562                 | 10,234                 | 6 Countryside     | 1,323                  | 949                        |
| 7 Staff / Staff Home                                 | 18,259                 | 3,994                  |                   |                        |                            |
| 8 Football / Home                                    | 16,755                 | 9,462                  |                   |                        |                            |
| 9 Athletics Home / Schedules                         | 14,248                 | 7,717                  |                   |                        |                            |
| 10 Testing Center / Home                             | 13,807                 | 2,886                  |                   |                        |                            |

#### SOCIAL MEDIA

**Total Facebook Fans: 3,008**

**Total Twitter / X Followers: 1,468**  
3.5% engagement average, 585 link clicks, 1.2k likes  
(data from 9/5/23-12/4/23)

**Engagement Increase on Facebook**  
6/8/23-9/5/23 1.6K likes/comments/shares  
9/6/23-12/3/23 6.9K likes/comments/shares

#### EMAIL

**Weekly Principal Communications to Parents/Guardians**

Average 4,698 opens (75.33%) and 7.19% click rate

**Quarterly Superintendent Communications**

Average 6,152 opens (75.75%) and 5.25% click rate

**Board Briefs**

Average 4,267 opens (66.75%) and 1.75% click rate

**CLT Newsletters**

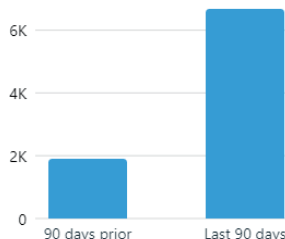
Average 493 opens (64.33%) and 16.33% click rate

#### Engagement

Post reactions, comments and shares

6.7K ↑ 250.9%

Total from last 90 days vs 90 days prior



Engagement rate  
3.5%



Link clicks

585



On average, you earned 6 link clicks per day

Retweets without comments

147



On average, you earned 2 Retweets without comments per day

Likes

1.2K



On average, you earned 13 likes per day

**View Communications from Principal, Superintendent and District [here](#).**



# LYONS TOWNSHIP HIGH SCHOOL DISTRICT 204

## Communications Efforts & Statistics

### 2023-24 SCHOOL YEAR

### Website / Email

#### Principal Communications to Parents/Guardians

Provided weekly distribution of relevant information

#### Quarterly Superintendent Communications

Coordinated District updates

#### Launched Community Webpage

Updated with relevant info throughout year

#### Created Year 2 Strategic Plan Webpage

#### Launched Facility Assessment and Long-Term Plan

Drafted communications (including printed postcard) and website for community

#### Internal Communications

Distributed CLT newsletter

#### Modifying Website based on Community Feedback

Goal of launching updates to continue to enhance the user experience in July, 2024. New photos, add syllabi for all courses, news page, club/team updates, etc.

#### 5Essentials Parent/Community Survey

Drafted communication via email, social media, website and text messages to encourage student response to opt in - resulted in 20% participation rate

### Events

#### Promotion of Various Events

Community Conversations, Veteran's Day, LTCAC meetings, Freshmen Experience Day, All School, Organ Donation Day, Prom, etc.

Promoted College Fair in 2024 - 734 attendees, 996 registered vs '23 323 attendees, 442 registered 13

### Social Media

#### Creation and Distribution to Platforms

Increased amount of posts from District Facebook and Twitter accounts - **162** social media posts since August. Developed videos for larger events (back to school, LTCAC, Veteran's Day, Prom, Graduation, etc.)

### Alumni Relations

#### Alumni Newsletter

Designed and mailed to 36,048 households within District in fall and spring.

#### Various Updates

Hall of Fame, Wall of Honor, Sweethearts

#### Alumni Reunion for Homecoming

Planned and hosted 150 Alumni at the Corral.

### FOIA

#### District FOIA Officer

Gathered relevant information and responded to **XXX requests** on behalf of D204





# LYONS TOWNSHIP HIGH SCHOOL DISTRICT 204

## Communications Efforts & Statistics

### 2023-24 SCHOOL YEAR

## Community Communications

### District Calendar

Coordinated among departments and created print/online versions

### By The Numbers Brochure

Gathered relevant information from various departments, designed and mailed to 31,000 households within District

### Community Postcards

Designed/deployed 3 postcards (get connected, groundwork and inside look) to 27,862 households within District

### Fine Arts Calendar

Designed and mailed to 3,267 households within District

### 9th Grade Preparedness Document

Utilized to foster relationship among feeder middle schools

### Launched Year 2 of Excellence, Innovation and Empowerment Video Series

Featured students and course highlights

### Strategic Plan Booklet

Designed and developed

### Monthly Superintendent Webinars

Promoted updates for community and posted links afterwards

## Inside Look

### New Highlight Piece for D204

Created report for the community, printed version and online (761 views as of 6/3/24)

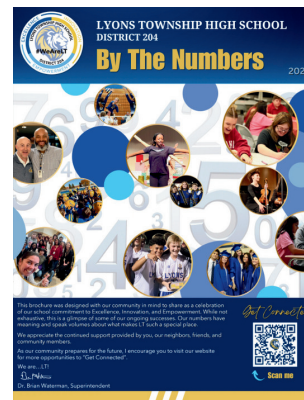
## Media Relations

### Press Releases

Wrote and distributed dozens of celebratory releases

### Media Inquiries

Liaison between media and District





# LYONS TOWNSHIP HIGH SCHOOL DISTRICT 204

## Communications Efforts & Statistics

2023-24 SCHOOL YEAR

### Metrics

#### WEBSITE

##### Overall Site Visits:

328k web users & 1,954,941 page views  
(data from 8/20/23-6/2/24)

**Top Pages Visited:** Home, Students, Calendar, Parents  
(full top 10 on right)

**Top cities:** Chicago, La Grange, Western Springs  
(full top 10 on right)

#### SOCIAL MEDIA

**Total Facebook Fans: 3,343 (335 new since 12/4/23)**

**Total Twitter / X Followers: 1,546 (78 new since 12/4/23)**

Earned 1.3K impressions per day, 582 link clicks, 4% engagement rate average (data from last 90 days-X doesn't go back beyond that)

##### Engagement on Facebook

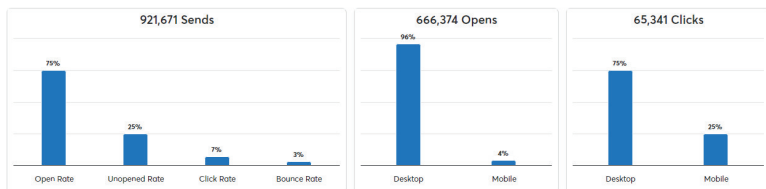
17,790 post engagement last 28 days (facebook data only shows that far back)

#### EMAIL

##### Overview

A look at some of your top emailing stats during the selected time range.

Data from 6/1/23-



##### Trends

Compare your stats over time and across your industry during the selected time range.

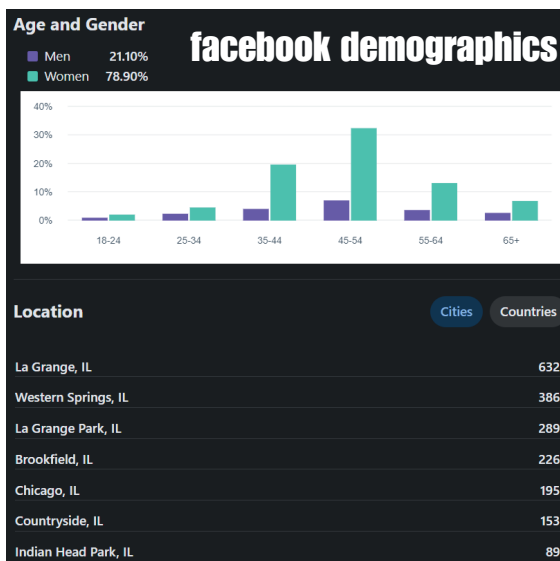
|                        |        |                        |       |
|------------------------|--------|------------------------|-------|
| Your open rate:        | 75%    | Your click rate:       | 7%    |
| vs. previous 12 months | +3% ↑  | vs. previous 12 months | -1% ↓ |
| vs. industry average   | +23% ↑ | vs. industry average   | +4% ↑ |

Pages and screens: Page title and screen class Custom Aug 20, 2023 - Jun 2, 2024

| Page title and screen class                          | Views   | Users   | Views per user | Average engagement time | Event count All events |
|--|---------|---------|----------------|-------------------------|------------------------|
| 1 Lyons Township High School District 204 / Homepage | 464,020 | 176,017 | 2.64           | 0s                      | 984,998                |
| 2 Students / Students                                | 77,566  | 27,737  | 2.80           | 0s                      | 83,822                 |
| 3 Lyons Township High School District 204 / Calendar | 75,871  | 35,365  | 2.15           | 0s                      | 114,746                |
| 4 Parents / Parents                                  | 61,993  | 16,658  | 3.72           | 0s                      | 69,625                 |
| 5 Calendar - Master / Bell Schedule                  | 60,067  | 16,677  | 3.60           | 0s                      | 109,402                |
| 6 Sign In  | 55,319  | 17,653  | 3.13           | 0s                      | 72,591                 |
| 7 Testing Center / Home                              | 35,816  | 5,633   | 6.36           | 0s                      | 40,851                 |
| 8 Staff / Staff Home                                 | 35,192  | 7,013   | 5.02           | 0s                      | 39,135                 |
| 9 Summer Programs / Summer 2024                      | 27,784  | 9,518   | 2.92           | 0s                      | 42,110                 |
| 10 Athletics Home / Home                             | 25,176  | 12,960  | 1.94           | 0s                      | 35,195                 |

Demographic details: City Custom Aug 20, 2023 - Jun 2, 2024

| City              | Users  | New users | Engaged sessions | Engagement rate | Engaged sessions per user | Average engagement time | Event count All events |
|-------------------|--------|-----------|------------------|-----------------|---------------------------|-------------------------|------------------------|
| 1 Chicago         | 85,135 | 73,218    | 80,087           | 49.55%          | 0.94                      | 0s                      | €                      |
| 2 La Grange       | 79,026 | 72,642    | 89,732           | 49.5%           | 1.14                      | 0s                      | 7                      |
| 3 Western Springs | 22,822 | 19,307    | 54,303           | 63.01%          | 2.38                      | 0s                      | 3                      |
| 4 (not set)       | 12,437 | 8,714     | 7,805            | 45.93%          | 0.63                      | 0s                      |                        |
| 5 Brookfield      | 6,974  | 4,977     | 10,841           | 62.82%          | 1.55                      | 0s                      |                        |
| 6 La Grange Park  | 4,712  | 3,063     | 7,750            | 62.15%          | 1.64                      | 0s                      |                        |
| 7 Dallas          | 3,559  | 2,488     | 2,244            | 44.75%          | 0.63                      | 0s                      |                        |
| 8 Countryside     | 2,969  | 2,138     | 4,103            | 63.46%          | 1.38                      | 0s                      |                        |
| 9 Ashburn         | 2,728  | 2,441     | 1,043            | 29.04%          | 0.38                      | 0s                      |                        |
| 10 Burr Ridge     | 2,129  | 1,557     | 3,169            | 59.57%          | 1.49                      | 0s                      |                        |



# LYONS TOWNSHIP HIGH SCHOOL



## Strategic Plan Goal Four Update December 2, 2024



#WeAreLT

# Goal Four: Family and Community Partnerships

*Partner with families and the community to support and expand learning opportunities for all students.*

Build confidence and engagement with families and the communities through improved communication, collaboration and transparency.

Promote high school readiness by fostering communication and collaboration with our associate districts.

Partner with the community to offer learning opportunities to expose students to potential career pathways and community services.



# Goal Four: Family and Community Partnerships

**Partner with families and the community to support and expand learning opportunities for all students.**

## ➤ **Improved Communication, Collaboration, and Transparency**

- Launch updated mass communication system and mobile app;
- Host/develop community connection events (EL BIPAC, Community Collective, Sankofa, Building an Inclusive Community Event).
- Update and communicate social media guidelines;
- Continue to explore creative ways to communicate with LT staff;
- Administer 5Essentials Parent/Community survey
  - Utilization of e-mail, text, social media, and robo call to advertise;
- Continue production and distribution of video content in Excellence-Innovation-Empowerment, Student Spotlight, and Strategic Plan series.
- Enhance communication with community members not directly connected to LT
  - Utilization of mailing list of all households in the district boundary;
  - Increase e-News distribution list;
  - Quarterly Superintendent message that includes D204 updates and information;
  - Develop communication for future parents.
- Increase membership and participation within LT Community Advisory Council;
- Explore/improve/evolve current translation services offered through mass communication, as well as individual communication.

# Goal Four: Family and Community Partnerships

Partner with families and the community to support and expand learning opportunities for all students.

## ➤ Increase student opportunities in career pathways

- 2024-25 School Year
  - Radio Broadcasting Technology/Technician, Cooking and Related Culinary Arts, Apparel and Textile, and Engineering Technology General will be submitted for approval as a career pathway.
- 2025-26 School Year
  - Automotive/Automotive Mechanics Technology/Technician.
- Develop community communication that explains and celebrates LT's progress toward implementing career pathway courses.

## ➤ Enhance collaboration with Associate Schools

- Development and communication of 1-pager document that articulates high school readiness skills by content area and learner dispositions, to be utilized during the 2025-26 placement process.
- Enhance special events (FED, Kickoff, Future Freshman Night, Associate School RoadShow) to improve 8th to 9th Grade Transition Process.
- Explore development of communication strategy for future LT parents; Articulate with Associate Schools regarding 8th grade math placement and course sequencing.

# Goal Four: Family and Community Partnerships

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# LYONS TOWNSHIP HIGH SCHOOL



## Strategic Plan Goal Four Update December 2, 2024



#WeAreLT



**ED PIOTROWSKI**  
DIRECTOR OF HUMAN RESOURCES

Lyons Township High School District 204  
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**TO:** Brian Waterman, Superintendent  
Board of Education  
**FROM:** Edward M. Piotrowski, Director of Human Resources  
**DATE:** December 2, 2024  
**RE:** Stipend Committee Recommendations

**BACKGROUND**

During the first quarter of the 2024-2025 school year, the Stipend Committee convened to review proposals related to stipends for LTHS clubs, activities, and athletics. Below, please find a summary of the recommendations from the Stipend Committee to be brought to the Board at the December, 2024, Board of Education Meeting.

**ACTIVITIES**

*The following club stipends are being recommended for an increase:*

**Lions Den**

The Stipend Committee recommends the creation of a second Lions Den stipend at 2.64%. The Lion's Den is a spirited student cheering section dedicated to supporting LT athletic teams, especially during home games. Members, dressed in the school's blue and gold, gather in a designated section of the bleachers to enthusiastically cheer and chant, creating an energetic and encouraging atmosphere for the teams. This group is open to all students, fostering a sense of inclusivity and school spirit. The additional stipend would allow for increased adult supervision and enable the Lions Den to extend its presence to more athletic events, both at home and away, further enhancing student engagement and support.

The total cost associated with the stipend recommended above for Lions Den is \$1,506.89.

**Sideline Cheer**

The Stipend Committee recommends the addition of a 15% assistant coach stipend for the winter season of sideline cheer. This additional position would provide greater supervision during practices and enable the cheer team to expand its presence at events. Currently, the JV Cheerleaders support all Sophomore home games, several away games, and participate in Special Olympics events held at the school. The Varsity Cheerleaders are involved in all boys' Varsity home games, selected away games, and also cheer at several Special Olympics home games. Both the JV and Varsity squads perform halftime routines at every home game, as well as at the All School Assembly. With an additional assistant coach, the team would be better equipped to maintain this busy schedule while enhancing their participation and support for the school community.

The total cost associated with the stipend recommended above for Sideline Cheer is \$8,561.89.

We anticipate preparing an additional recommendation for the Board at the June, 2025, meeting to expand the additional coach to the fall season, as well.

*The following club is being recommended for a move from pilot status to club status, with accompanying stipend:*

### **Sobremesa**

The Stipend Committee recommends the creation of a 2.64% stipend to support Sobremesa, a club centered around Spanish language learning and cultural connections. The club has been led by dedicated student leaders who have created a space that is both enriching and welcoming, focusing on social-emotional learning (SEL) while fostering language skills. Sobremesa encourages culturally responsive interactions and builds friendships among peers, helping to create a more unified and inclusive student community. The club's name, "Sobremesa," comes from a Spanish tradition where people linger and chat after a meal, emphasizing the importance of connection and conversation as much as the meal itself.

At Sobremesa, students gather to talk, share food, and bond, creating a relaxed environment where they can improve their Spanish language proficiency, explore cultural topics, and form meaningful relationships. This club complements not only second language acquisition but also contributes to a stronger and more cohesive school community.

The total cost associated with the stipend recommended above for Sobremesa is \$1,506.89.

*The following club is being recommended for a move from payment through grant funding to payment through district funding:*

### **Future Farmers of America**

The Stipend Committee recommends the creation of a 2.64% stipend for the Future Farmers of America (FFA) Club. FFA is a youth organization focused on building leadership skills, fostering personal growth, and supporting career success through agricultural education. The club engages students in hands-on experiences that help them realize their potential and develop practical skills for future careers. FFA members often pursue diverse fields, including science, veterinary medicine, government, entrepreneurship, banking, international business, education, and various other professions. As an integral part of agricultural education, FFA is an intracurricular club dedicated to students interested in agriculture and leadership. The club previously relied on grant funding, which is no longer available, but strong student interest continues. The creation of this stipend will ensure the club's sustainability and continued positive impact on students.

The total cost associated with the stipend recommended above for the Future Farmers of America is \$1,506.89.

## **RECOMMENDATION**

We recommend that the Board approve the Stipend Committee recommendations as provided above.