

Glenbrook District 225
Communications Committee Minutes
February 16, 2011
7:30 a.m. - GBS

Members Present –Taub, Boron, Riggle, Caliendo, Siena, Pryma, Wegley, and Geddeis.
Special guest Holly Bartecki from Jasculca/Terman was also present.

Introductions

Geddeis reviewed the communications audit process, which included formal research of residents, parents, students and staff through surveys and informal research of opinion leader interviews.

Bartecki presented a PowerPoint highlighting the process, key findings from the various surveys, and strategic recommendations.

Understanding the Research Findings

The committee reviewed data from all stakeholders groups pertaining to:

- Level of interest in receiving information about only the school that serves their area or the district as a whole; level of interest in receiving information at all;
- Rating of the job the District is doing in communicating with residents;
- Preferred topics of interest;
- Preferred amount/frequency of information;
- Preferred methods and sources of information;
- Level of interest in social media, online and print sources;
- The community's perceptions about the Board and administrative, transparency, accessibility, input and responsiveness.

Parents, students and staff were each issued a targeted survey that included additional relevant questions and the committee also reviewed those responses.

Review of Communications Audit Recommendations

From the data, Bartecki provided various recommendations including five high-priority categories of Infrastructure, Communications Content, Media Relations, Website, and Communication Channels. There were numerous additional recommendations that included Social Media, Opinion Leader Outreach, Branding, and specific items related to parent, student and staff communication.

Next Steps

Bartecki and Geddeis will present a short summary of the research findings and recommendations at the Board meeting on February 28. Based on feedback from the Board, Geddeis will prepare a formal district communications plan to be presented for review/discussion to the Board in March. In preparation for the March meeting, Geddeis will present drafts of the communications plan to the administrative team and the communications committee at an early March meeting to be determined.

Meeting adjourned at approximately 9:30 a.m.