

Johnson Creek Board of Education
Communications Committee Meeting Minutes
Monday, January 6, 2014
District Office
6:15 pm

Chair Rick Kaltenberg called the meeting to order.

Members Present: Rick Kaltenberg, Carol O'Neil, and Superintendent Michael Garvey

Member Absent: Kellie Loeb

Also Present: Principal Kristine Blakeley and Board member June McCaffery (arrived 7pm).

Dr. Garvey verified that the meeting was properly posted.

Motion by O'Neil/Kaltenberg to approve the agenda as posted. Motion carried.

The Committee reviewed some of the results from the Community Survey. It was also discussed that if the District goes to referendum, that the communication of items needs to be more targeted topics of communication and not a complicated smattering of everything.

Strategies to address Communication goals:

1. **Increase use of the Jay.** Add an administrative column. Add student reporting about different District level items identified through the survey results. Increase elementary topics.
2. **Increase the number of communications to the general public.** Use a variety of mailings including an insert in the next edition of the Jay, highlighting the following topics:
 - a. Changes in Curriculum and the positive impact upon student performance
 - b. Financial position of the District and a comparison to other Districts
 - c. Potential Economic development impact of a new school building
3. **Use communication tools (website, facebook, mailings, the Jay, etc) to reduce the misinformation.** Focus on the community members who were "unable to answer" certain questions about the District.
4. **Focus on Community Survey responses to give direction.** Topics can be easily gleaned from the responses to the survey about areas which can be addressed.

(Mrs. McCaffery arrived)

Dr. Garvey reminded the Committee that the District has been sharing the cost of the joint newsletter, which is a quarterly publication, with the Village. During the preparation of the last newsletter, the editor informed him that the newsletter circulation was going to be reduced to twice a year. That was a decision made by the Village Board. The School District was not consulted on the issue. Mr. Kaltenberg also reminded the Committee that during the referendum meetings there was a concern that community members who do not have children in the District and/or live outside the Village do not read the

newsletter. We have seen an increase in the reading of the Jay (at least anecdotally). The Committee decided that the school District will no longer participate in the joint newsletter project and put its communication resources into boosting the Jay with the addition of the District and Elementary level sections.

Motion by O'Neil/Kaltenberg to adjourn. Motion carried.

Submitted By:

Michael P. Garvey, Ph.D.
Superintendent