

BOE Community Outreach Committee Meeting Minutes

January 9, 2019 5:00-6:15 p.m.

Members Present: BOE Chairman Sanjay Rao, Dr. Heidi Wennstrom, Catherine Guerrero, Shelley McComas, Ellen Wozny, Farheen Beg, Andrea Prola, Amy Read, Chad Prosen, Faith Behr, Rahma Hasan, Nicole Javell, Kelly Greco

Members Absent: BOE Member Keith Carlson, Carrie Lauermann, Colleen Tarantino, Jeana Considine

- I. The meeting was called to order by Chairman, Rao at 5:00 p.m.
- II. A warm welcome to the inaugural Community Outreach Committee was extended by Dr. Rao and Introductions of members were shared.
- III. The membership considered the proposed purpose of the Community Engagement Committee. There was consensus on the recommendation presented by Dr. Rao who stated a goal of stretching the communications beyond the parent community - The purpose of the Community Outreach Committee is to increase the community profile of the school district and highlight the accomplishments and value of the schools.
- IV. Structure of Meetings/Calendar/Committee Membership were discussed by the membership - The next quarterly meeting date was set for March 13th at 4:00 p.m. Dr. Rao expressed a desire to meet prior to the Consolidated Election scheduled on April 2, 2019.
- V. Core Communication Commitments were discussed by the membership. Initial thoughts included transparent, concise highlights, and stakeholder specific. Committee members were encouraged to email Dr. Wennstrom with additional thoughts. Mrs. Hasan, parent and member of the Plan Commission appointed by the Village Board talked about the Oak Brook Civic Association and other avenues for extending communications. She recommended a Realtor Breakfast. The administrators talked about their positive experiences with OB realtors and the District and agreed that a breakfast could be a beneficial next step. Mrs. Behr, D53 Communications Consultant shared a folder of District Communication examples and District Highlights for committee consideration and talked about the previous stakeholder communications survey and planned communications as a result of that data. Dr. Rao spoke about the need to have a broader communications reach to HOAs and community groups. He encouraged the membership to work towards the goal of a one page District document that captures performance highlights which could be shared at community meetings. He hoped that stakeholders could begin to share 5 top District highlights which promote pride across our community.
- VI. Identify our Action Plan
 - A) Identify and Communicate with Community Stakeholders
 - B) Develop Stakeholder Specific Channels of Communication (meetings, social media, eblasts)
 - C) Develop Stakeholder Specific Messages

- D) Create 1 page School Performance/Highlight - Categories were discussed related to sharing district highlights: Performance, finance, whole child, and board or current highlights.
- E) Sheet crafted for each Stakeholder Group to be updated regularly

VII. Identify our Community Stakeholders

- A) PTO
- B) Homeowners Associations
- C) Senior Community Associations
- D) Chamber of Commerce
- E) Village Board
- F) Realtors

VIII. Key Questions for Discussion

- A) How to best highlight school performance and accomplishments to larger Oak Brook community? [D53 Highlight Overview Draft](#)
- B) What communication tools are we using? [D53 Communication Examples](#)
- C) Are the communications reaching beyond parents?
- D) How do we better understand how the community (and other communities) see our schools?
- E) What school performance data is disseminated and in what media?

Dr. Rao suggested we might want to revisit the Communications Survey. Mrs. Behr shared information about our communication strategies for various stakeholders through various media, highlighting our accomplishments and uses of social media. Dr. Wennstrom and Mrs. Beg discussed a district promotional video, which should be revisited in the fall when the new superintendent is in place.

IX. Future Considerations and Next Steps

Regarding next steps, Dr Rao asked that committee members begin to review the top accomplishments of the district, provided in the handout, and begin to see what resonates with members for the each of the identified buckets. Committee members are encouraged to email their ideas to Dr. Wennstrom and Mrs. Beg at hwennstrom@butler53.com and fbeg@butler53.com

- X. Dr. Rao adjourned the meeting at 6:15 p.m.