



**EVANSVILLE COMMUNITY SCHOOL DISTRICT**  
**CSI – Communication and Community Engagement**  
**Tuesday, May 12<sup>th</sup>, 2020 at 3pm**  
**Virtual Zoom Meeting**

<https://us02web.zoom.us/j/83210656107?pwd=WjNMaIE4SG81SnNKaEhCWUVCdFg0UT09>

*Note, public notice of this meeting given by posting at the District Office, Levi Leonard Elementary School Office, Theodore Robinson Intermediate School Office, J.C. McKenna Middle School Office, High School Office, Evansville School District Web Site: [ecsdnet.org](http://ecsdnet.org), and by forwarding the agenda to the Evansville Review, State Bank of Cross Plains and Eager Free Public Library.*

**Committee Members:**

Michelle Buehl	Kathi Swanson
Barbara Dorn	Mark Schwartz
Mandi Firgens	Lindsay Krull
Abby McCullough	Joanie Dobbs
Jason Knott	Curt Nyhus
Rene Johnson	

**Agenda:**

1. Attendance: Michelle, Barb, Mandi, Jason, Rene, Kathi, Lindsay, Joanie & Curt
2. Approve minutes from February 19th, 2020 meeting: We will do this via email.
3. Reviewed meeting agenda
4. Discussion items:
  - ✓ Revision of goals and action plan based on school closure
    - i Launch of App: We will plan on doing this in August in conjunction with Back to School Days. We will promote at the event, Facebook, Quarterly Newsletter, etc.
    - ii Plan for updating App and Website: Kristin and Lindsay will be mainly responsible for this.
    - iii Social Media Data & Ideas:
      - Our average weekly Facebook Reach: August-Sept 2019 9,159 per week, Oct.-Dec. 2019 4,743 per week and Jan-March 6,429 per week.
      - Facebook Page Likes: August 19<sup>th</sup>, 2019 1,721 to March 30<sup>th</sup>, 2020 2,136
      - What are our demographics? Barb will look into this.
      - How can we get more likes and shares? Videos help.
      - How can we encourage more staff to post in general? Competitions over the summer and during the school year for staff. Engage kids in challenges via Facebook.
      - Ideas for videos: Senior Projects, CSI Committees Goals & Progress, Retirees, New Staff Members & What Fall may look like at school
    - iv Additional Action Steps:
      - Each building w/Presentation Board to promote school
      - Banner created for each school
      - Magnet with social media info given out at Back to School and in offices

v Finalized working document of goals and action plan for 2020-2021

5. Adjourned meeting

Please take notice that a majority of the Board Members for the Evansville Community School District may be present at this meeting to gather information about subjects over which they have decision-making responsibility. If a majority is present, this constitutes a meeting of the Board Members for the Evansville Community School District, as the applicable statute has been interpreted by the Wisconsin Supreme Court, although the School Board will not take any formal action at this meeting.

Upon reasonable notice, all reasonable efforts will be made to accommodate the needs of people with disabilities through appropriate aids and services. For additional information or to request this service, contact the District Office at 340 Fair Street, 882-3387 or 882-3386.

More specific information about agenda items may be obtained by calling 882-3387 or 882-3386

Posted: 5/7/20