

**EVANSVILLE COMMUNITY SCHOOL DISTRICT**

**CSI – Communication and Community Engagement**

**Thursday, March 21<sup>st</sup>, 2019 Meeting Minutes**

**6:00 pm**

**District Board and Training Center 340**

**Fair Street (Door 36)**

*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: [Evansville.k12.wi.us](http://Evansville.k12.wi.us), and by forwarding the agenda to the Evansville Review, Union Bank & Trust 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	Karyn Matchey
Jerry Roth	

**Meeting Minutes:**

1. Attendance. Members present: Michelle, Barb, Mandi, Joanie & Lindsay.
2. Approved minutes from February 26<sup>th</sup>, 2019 meeting. Motion by Joanie. Seconded by Mandi. Minutes approved.
3. Reviewed meeting agenda. Moved number 6 in front of number 4 for discussion.
4. Shared summary and cost of Apptegy and CMS4Schools. Barb received final numbers from CMS4Schools for 4 options and we looked at the current costs already in our Technology Budget to get a clearer picture for making a decision. Apptegy did not offer all of the features that CMS4Schools did in their app and the cost was much higher for the annual fee and initial set-up fee than CMS4Schools. School Messenger is not an easy tool to use whereas Touch+ is and it would take less time to send a message. We also discussed our website and if this was the right time to take on a complete redesign. CMS4Schools will be implementing new technology in January of 2020 that will make the whole process of working on the website much easier and less time consuming. Costs are shown below. CMS4Schools may be willing to waive the \$1,000 one-time set-up fee for Touch+.

### **Current Costs in Technology Budget**

Website: \$2,700/year

School Messenger \$3,700/year

Total: \$6,400/year

### **4Schools (New App & Refresh)**

Website: \$2,700/year

Refresh Website: \$100/hour

App (Touch) + Touch+: \$4,921/year

Touch+: \$1,000 set up fee

School messenger: Replaced with Touch+

Total: \$7,621/year + \$1,000 one-time set up fee + \$100/hour

### **Apptegy (New Website & App)**

Website & App: \$0/year

Website & App One-Time Fee: \$9,500

Thrillshare: \$9,400/year

School Messenger: Replaced w/Thrillshare

Total: \$9,400/year + \$9,500 one-time fee

5. A decision was made to move forward with CMS4Schools and not Apptegy to develop an app. All committee members present agreed. Kathi expressed concern via email about moving forward if the cost was more than what was currently in the Technology Budget for the website and School Messenger. However, if CMS4Schools would waive the initial set-up cost for Touch +, she would be in favor of moving forward with the app. The committee previously discussed developing an app as a more useful communication tool for families than our website. Research does show that families are on their phones and apps much more than on websites. We also decided at this time that we would work to "Refresh" our website by cleaning up the content and fixing issues that make the user experience frustrating knowing that we can re-evaluate this decision in the future.

#### Next steps:

-Present decision to Admin Team on April 9<sup>th</sup>.

-Request inclusion of costs in the Technology Budget moving forward of \$7,621/year to CMS4Schools for the App including Touch + to replace School Messenger and website hosting.

6. Shared summary and cost of using SocialSchool4EDU for promoting the ECSD via social media. Heidi Fellner, Chief Inspirational Officer gave Barb and Lindsay a brief presentation on Monday

with details of what SocialSchool4EDU would be able to offer us for the cost of \$9,000 which is the cost of retaining one student in our district or of receiving one student through Open Enrollment. SocialSchool4EDU would help us build our identity and celebrate/share all of the wonderful things going on in the ECSD as well as monitor our social media comments.

7. A decision was made to move forward with SocialSchool4EDU. All committee members voted to move forward with contracting their services beginning July 1<sup>st</sup> pending Board approval. Kathi shared her consent via email.

Next steps:

- Present decision to Admin Team on April 9<sup>th</sup>.
- Include in the budget presentation to the Board in May for our CSI Committee.

8. Determined that next steps for our work would involve really looking at our website to clean up content and identify/fix user frustrations. We will ask the Admin Team to support having staff take time on April 22<sup>nd</sup> to review a part of the website and provide the committee with needed changes. The committee will look at the collected information at our April 23<sup>rd</sup> meeting as well as reviewing the plan created by Lindsay and Mandi to move to one Facebook page.
9. Facebook and 4K Enrollment Updates:
  - We discussed that it may make the most sense to move to one Facebook page in the summer when most of the school sites are not very active.
  - Mark shared an update on 4K Enrollment via email. We currently have 104 families enrolled and 79 of those families attended the registration night on March 19<sup>th</sup>. The other 25 families will be contacted over the next few weeks to help them through the registration process. This year there are 106 students enrolled in 4K so we seem to be right on track. Online and paper communication will continue throughout the spring and summer with hopes of attracting even more families.
10. Adjourned. Motion by Lindsay. Seconded by Mandi. Meeting Adjourned.

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.

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

Posted: 2/22/19