

EVANSVILLE COMMUNITY SCHOOL DISTRICT

CSI – Communication and Community Engagement

Monday, Sept. 24, 2018 Notes

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, 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	Jennifer Hansen
Mandi Firgens	Lindsay Krull
Abby McCullough	Joanie Dobbs
Jason Knott	Karyn Matchey
Jerry Roth	

Agenda:

1. Attendance and welcomed new members.
2. Approved minutes from August 20th, 2018 meeting. Motion by Mandi Firgens. Seconded by Lindsay Krull. Approved by members present.
3. Reviewed meeting agenda.
4. Discussed proposed long and short term goals.
 - a. Shared new cover for Communication Plan. Members loved the new design but would like to continue calling it a Communication Plan. Lindsay will ask Becky to change the Title.
 - b. Tasks listed under each goal in no specific order and all tasks won't necessarily be accomplished this year.
 - c. District Brochure
 - i. Testimonials from families and students
 - ii. Shift focus to bringing new families into the district
 - d. Additional ideas that came up while discussing goals
 - i. The HS has a TV that scrolls information and does live streaming. Families not at the ECSD see this during events. Would each school benefit from this communication tool?
 - ii. How do we get other families into school besides families of athletes?
 - iii. How do we get grandparents into the building?
 - iv. HS is surveying families about what they want from Family Conferences.
 - v. Use Facebook to share a 101 on the different rules for each sport.
 - vi. Ask families and businesses what they need from us.
 - vii. Get out more to talk with people.
 - viii. Come up with a clever hashtag that flows better than #ECSD Proud—MS & HS student councils might have good ideas.
 - ix. SMORES software was shared by Lindsay. Jerry will purchase for each school that is interested. It is what Lindsay uses to create the District Staff Newsletter.
 - e. Brainstormed other ideas for "District presence at Community events." Important to include all staff.

- i. Homecoming Parade—possibly have at night?
 - ii. Float in the 4th of July parade
 - iii. Chili Cookout
 - iv. Mystery Dinner
 - v. Strawberry Festival
 - vi. Chocolate Extravaganza
 - vii. Daddy Daughter Dance in the Fall
 - viii. Parent Night Out
5. Determine best organizational structure to accomplish the work of the goals.
 - a. It was decided that we would divide up into smaller groups to begin working on the short term goals. Barb will send out a sign-up sheet so that smaller groups can set up meeting times. We will meet as a large group every other month to check in on progress and regroup if needed.
6. Begin process of reviewing the website for ease of use and content.
 - a. Did not get to this item and decided it will be one of the goals for a small group to work on.
7. Decide on next meeting date/time and set agenda.
 - a. Next meetings and agendas will be determined by small groups. We will share the agenda template with each group.
8. Adjourn.