



**MINUTES FOR THE COMMUNICATION COMMITTEE MEETING  
OF THE BOARD OF EDUCATION OF  
KENILWORTH SCHOOL DISTRICT NO. 38, COOK COUNTY, ILLINOIS  
THE 12<sup>TH</sup> DAY OF JUNE 2019**

The Communication Committee of the Board of Education of Kenilworth School District No. 38, Cook County, Illinois, met on the 12<sup>th</sup> day of June 2019, at 9:05 a.m., in the Faculty Hall Conference Room of The Joseph Sears School, 542 Abbotsford Road, Kenilworth, Illinois. Members present included: Mrs. Suzanne Nelson, Mrs. Mia Casey Sachs and Dr. Crystal LeRoy. Also present was Board President, Mr. Evan Lukasik and Mrs. Julie M. Campanaro, Board Secretary Pro Tempore.

**PUBLIC COMMENT** – There was no public comment.

**OLD BUSINESS**

**Discussion of 2018-2019 Parent Survey Data** – The Committee briefly reviewed the data noting there were some reoccurring themes from the previous year. The members also discussed the analysis of the 2019 parent survey data. Mrs Mia Sachs inquired since the District does not currently have a Communications Coordinator to take the lead on the analysis of the data, would it be more efficient to outsource the analysis of the data. Dr. LeRoy reminded those present that the Board had requested that the use of consultants be avoided due to the high costs typically incurred. It was agreed that Mrs. Julie Campanaro would start the work with the raw data following previous years' formats. Mrs. Suzanne Nelson and Mrs. Mia Sachs would prepare an executive summary of the Annual Parent Survey with the initial draft ready by August. After additional discussion, it was thought that delaying the presentation of the data until the next regularly scheduled meeting in August was not advisable, as too much time will have elapsed from when the surveys had been taken. With the recent administrative personnel changes, the data may now feel old and out of date. The Committee considered other alternative opportunities to present the survey data sooner at a Special Board meeting or in open session of the upcoming Personnel Committee meeting. It was agreed that while the analysis gets underway, Mrs. Nelson would attempt to identify an appropriate opportunity to make the presentation before August.

**Discussion of 2019-2020 Communications Subcommittee Purpose, Primary Role and Responsibilities and Priorities** – The Committee members discussed a document shared at a recent Board Committee of the Whole meeting outlining the purpose and goals of the Board Committees. The document served as a starting point for the discussion around the Communications Committee's goals. Mrs. Sachs noted that communications takes multiple forms. The Committee discussed the fact that the number of communications have increased due to the nimbleness and flexibility in the communications tools we have. Despite the need to get communications out quickly, communications must be well thought out, accurate and sufficiently informative. Mr. Lukasik asked the Committee what involvement Board should



have. Mrs. Sachs felt that all communications should go through one point person on the committee and agreed to be that individual. It was determined that anytime something of import occurs she would be the committee member alerted. It was decided that our overall communication strategy would be reworked and presented by July.

**Discussion of Communications Committee Meeting Schedule** – The Committee felt regularly planned meetings would be best but would attempt to schedule the next meeting at the conclusion of each meeting going forward.

A motion was entertained to go into Closed Session to discuss Specific Employee Matters.

*Mr. Lukasik moved to go into Closed Session at 9:47 a.m. to discuss Specific Employee Matters. Mrs. Mia Casey Sachs seconded the motion.*

The motion passed with all Ayes

The Committee returned to Open Session at 10:26 a.m.

Members present included: Mrs. Suzanne Nelson, Mrs. Mia Casey Sachs and Dr. Crystal LeRoy Also present was Board President, Mr. Evan Lukasik and Mrs. Julie M. Campanaro, Board Secretary Pro Tempore.

### **OLD BUSINESS (continued)**

**Discussion of Strategic Plan Update and Next Steps** – Mrs. Mia Casey Sachs inquired about the steps to move forward with the Strategic Plan. Dr. LeRoy reported that work continues on the core plan. With the framework defined by the previous Board, the focus can be on how to further refine and implement the plan. Mr. Lukasik referenced a public comment made during a Board meeting that the vision statement seemed to have been changed from what had been adopted. Mr. Lukasik suggested that the new plan be fully aligned before sending out any communication about it. When communicated, the language should be very specific and inspiring, clearly defining what goals we are striving for and emphasize the things that make the Joseph Sears School unique and appealing to new families. People chose Sears because we have amazing teachers, a strong differentiated curriculum, a strong sense of community, and the many traditions, etc. We should create something our stakeholders can rally around. Dr. LeRoy noted that in the past it was sometimes difficult for the former Board to achieve consensus on the central message but was hopeful this new Board can achieve that consensus.

### **NEW BUSINESS**



**Discussion of 2019-2020 Communication Plan and Next Steps** – The Committee tabled this agenda item for further discussion.

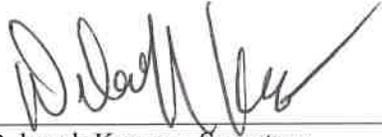
**Update on Communication Coordinator Search** – Dr. LeRoy reported there had been a number of interesting applicants. The discussion was tabled to allow time for Dr. LeRoy to continue to conduct the screening process of applications.

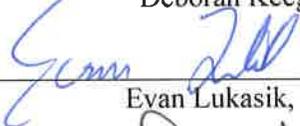
**Administration Interim Management/Coordination of Communications Coordinators Responsibilities** – Dr. LeRoy noted that until a Communications Coordinator could be hired Mrs. Campanaro will work on the survey with the committee members, assist with communications and take up the Board Secretary duties.

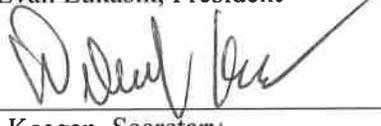
**ADJOURNMENT**

*There being no further business, Mr. Evan Lukasik move to adjourn the meeting at 10:46 a.m. Mrs. Mia Casey Sachs seconded the motion.*

All Ayes.

Attest for Distribution:   
Deborah Keegan, Secretary

Approved:   
Evan Lukasik, President

ATTEST:   
Deborah Keegan, Secretary