

Glenbrook District 225 Communications Committee Minutes – October 7, 2009

Members Present: Boron, Caliendo, Freeman, Freund, Hammer, Pryma, Riggle, Siena, Taub, Wegley, Williamson

Members Absent: None

The meeting was called to order at 7:00 a.m.

Review of 2002 Glenbrook Communications Audit

The committee looked at a document that was presented to the Board in 2002 that was a review of a communications audit conducted for the district, along with administrative responses to the recommendations.

Evaluation of Current District Publications

The committee was presented with a brief synopsis of current publication expenses for printing. A discussion was held on the overall relevance of those documents in comparison to the current cost and possible alternatives. It was concluded that present publications will continue until a more formal communications plan for the district is developed. There was general agreement that changes need to be made and there is a strong desire to reduce costs.

Consideration was given to information submitted by Dr. Regalbutto regarding electronic newsletters and the use of the AlertNow system for communicating with parents.

District Domains

An e-mail from Chief Technology Officer Marcus Thimm was distributed to the committee outlining all current domains owned by District 225 and a discussion followed regarding the absence of electronic services to meet the current usage trends of the school community. A need for possible increase of staff to provide those services was noted.

Director of Community Information Position

The committee was provided with a current job description for the director of community information position as it currently exists, as well as a job description of the director of communications as posted by New Trier District 203. A discussion followed that concluded with a commitment by the administration to develop a communications/public relations structure for the district which will include proposed positions and a job description for the position of director of community information.

Future Meeting

No future meeting date was set, but will be dependent upon a proposal from the administration, with a goal of advertising the position of the director of community information by December 1.

The meeting adjourned at 8:20 a.m.