



GLENBARD TOWNSHIP HIGH SCHOOL DISTRICT 87

596 Crescent Boulevard, Glen Ellyn, IL 60137-4297

Minutes of the 6 p.m. Sept. 5, 2023 Meeting of the Communication, Legislation, and Partnerships Committee

Present: Bob Friend, Hetal Lee, Amy Goodman, Nick Scipione, Peg Mannion, Avery Krudop, Dylan Bradford, Grace Bittlingmaier, Khloe Hickman and Marissa Noll

I. Approval of minutes

The committee approved minutes of the April 17, 2023 meeting of the Communication, Legislation and Partnerships Committee.

II. Community Relations update

Peg Mannion, community relations coordinator, reviewed the following items:

July 2023 community newsletter

- Sent to all households in the district
- Sent to Key Communicators (village presidents, village managers, police and fire chiefs, chamber of commerce directors, library directors and park district directors)
- Sent to all staff

Newsletter included information about:

- Celebrating the Class of 2023
- New 10-year facility plan aligns with Profile of a Graduate, requires additional funding
- Glenbard Parent Series suggested reading
- Partnership for Educational Progress (PEP) celebrates decades of generosity
- Glenbard Board of Education meetings
- Consider becoming a vocational partner with us
- Glenbard graduates far exceed national college graduation rate

Facility Planning Community Forums

- Planned for Sept. 20, 21, 27 and 28, 2023
- Open house format 5:30 to 8 p.m. at each high school
- Building tours and "museum walk" of informational displays
- Valuable opportunity for 2-way communication

Community forums communication includes:

- Information in Glenbard News and principals' newsletters
- Fliers at our open houses
- Fliers at athletic events & fall play
- Press release to local newspapers
- Posters and yard signs at each building
- Shared community forum flier with:
 - Sender districts
 - Parochial schools
 - Chambers of Commerce to send to their mailing lists
 - All local elected officials (Village trustees, Park Board members, Library Board members)

- Senior centers throughout our district
- Rotary, Kiwanis and Lions clubs

Communication Audit

Glenbard partnered with the National School Public Relations Association (NSPRA) to conduct a communications audit. The audit included:

- Review of district and school materials
- A communication survey
- Focus groups with key stakeholders

Observation

Following the conclusion of the comprehensive communication audit process, the auditor offered this top-line observation: Glenbard generally excels in communicating effectively with all stakeholder groups—parents, employees and community members.

SCoPE Survey

- As part of the audit, NSPRA conducted online School Communications Performance Evaluations (SCoPE) surveys to collect feedback from families, employees and the community.
- In comparison to nationally benchmarked SCoPE Survey ratings, Glenbard's ratings for overall satisfaction with communication were above the national average for staff and community members, and at the national average for parents.

NSPRA Audit Recommendation Considerations

- Some audit recommendations may be implemented right away, and others may require additional staff capacity or financial resources to undertake while maintaining existing programs.
- Some recommendations may apply only to the office of community relations and others may apply to additional departments or all staff.
- This is a long-term effort for which the audit should serve as a roadmap.

NSPRA Audit Recommendations

1. Develop a strategic communications plan that sets measurable objectives based on the findings of this audit.
2. Evaluate, strengthen and expand the district's communications capacity and infrastructure.
3. Address information overload by streamlining, targeting and reducing communication outflow.
4. Strategically engage the community through social media.
5. Adopt innovative, leading-edge communication strategies to build on communication strengths and expand effectiveness of external communications.
6. Create and implement a budget communications strategy.
7. Create an issues management function to monitor emerging points of concern.

III. Partnership for Educational Progress (PEP) update

- Committee member Bob Friend shared information about some of our sender school districts developing their own foundations. They will remain with PEP, too.

* Respectfully submitted,

A handwritten signature in cursive script, appearing to read "Bob Jones", is written over a solid horizontal line.

Glenbard District 87

Communication, Legislation and Partnerships Committee Member

