

Stakeholder Engagement Committee

June 26, 2017

5:30 pm

MEMBERS PRESENT: Nancy Justman, Ken Schmidt, Tiffany Larson

OTHERS: Tonnie Schmidt, Brian Heimark, Denny Ziegler, Erik Olson, Katie Klein-Murphy, Monte Schmiede, Joel Ongert, Tim Stellmacher

Chair Tiffany Larson called the meeting to order at 5:30 pm.

Athletic Transition into new Conference

Brian Heimark, West High School Athletic Director, and Denny Ziegler, East High School Athletic Director, provided information regarding East and West High School's transition to the North Shore Conference.

All sport teams will transition to this conference with the exception of summer baseball, which has always been in the Northshore Conference. Information provided included:

- Move from an eight team conference to a ten team conference
- Travel will be better. Furthest distance will be to Whitefish Bay
- Scheduling will be a challenge, initially, due to our district having two high schools in one building.
- Non-conference game schedule will need to be reviewed and changed due to the impact on our facilities.

The athletic directors also indicated that the high school's weight room is very undersized for the number of student-athletes served. Options will continue to be reviewed for a possible expansion (or relocation) of the weight room.

Mrs. Justman asked if any declines in participation are anticipated in any of the sports offered at the high schools. Both athletic directors indicated that no changes have been seen, thus far. The committee asked that a follow-up report be provided to this committee and the full Board in fall.

Strategic Communications Planning for the 2017-2018 school year

Mr. Olson indicated that through the RFP (Request for Proposal) process, NSPRA (National School Public Relations Association) was selected to conduct a communications audit. On January 30, 2017, focus groups were held with business leaders, staff, school board members, and parents. A draft report from NSPRA was received in April. In August (tentatively, August 21), a NSPRA representative will be present to discuss the results of the audit with the district's leadership team, school board members and the community. A district communications plan will also be shared at that time.

Mrs. Justman asked about ensuring that information to parents be timely and complete in August as communication to families is very important, especially at the beginning of a new school year. She expressed her concern with the August timing of the sharing of results of the audit since it is seven months after the audit was performed.

Meeting adjourned at 6:19 pm.