



GENESEO

COMMUNITY UNIT
SCHOOL DISTRICT #228

Where the *future* grows.

**Communications Committee
Geneseo CUSD #228 Board of Education**

Meeting Summary

February 26, 2026

District Office, 648 N. Chicago St., Geneseo, IL 61254

Present:

Kane Causemaker (BOE)
Superintendent Dr. Laura Delgado
Adam Fluck
James Roodhouse

Topics of Discussion:

The meeting opened at 8:59 a.m.

The committee discussed how to share the district's five-year Strategic Plan with the community. The plan was created over the last year, and includes three focus areas: Growth and Achievement, Learning Environments, and Finance.

Ideas to consider and develop include one or more videos to introduce the plan and its goals, a dedicated page on GeneseoSchools.org, and signage with high level messaging in each of our schools.

The committee also reviewed recent content on GeneseoSchools.org and the district's social accounts, which include a feature story on the district's School Resource Officers, Random Acts of Kindness Week events and initiatives, and encouraging parents to take the 5Essentials survey.

Lastly, the committee took an initial look at a communications overview and guide that is being created for the district's principals and other administrators. The document includes a brief synopsis of the district's digital assets (website, mobile app, social media accounts), building expectations, and best practices for style, accuracy and consistency.

The meeting was adjourned at 9:42 a.m.