

Communications Committee Geneseo CUSD #228 Board of Education

Meeting Summary

March 6, 2024

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

Present:

Kane Causemaker (BOE), Jackie Mickley (BOE), Superintendent Dr. Adam Brumbaugh, Adam Fluck, James Roodhouse

Topics of discussion:

The meeting opened at 1:00 p.m.

The committee began with an overview of recent digital content (website, mobile app, social media). Attached are 90-day snapshots that display website traffic and other relevant data. The announcement of hiring [Matt Furlong as Geneseo's new football coach](#) in January was our highest performing news article and social post ever.

The committee then discussed emails sent to the Board of Education. The previous BOE directed the school district to create 228BOE@geneseoschools.org to use for incoming emails to the BOE with the BOE president receiving those emails. The committee now recommends that all emails sent to the 228BOE@geneseoschools.org address are automatically forwarded to all seven BOE members. It also recommends that the individual email addresses of BOE members are added back to the [BOE page on GeneseoSchools.org](#). The entire BOE will have an opportunity to discuss and formally decide on both issues at its March 14 meeting.

Next, the committee looked back on the recent announcement of [changes to the 2023-24 school year](#) calendar due to emergency days used. Dr. Brumbaugh provided an overview of Act of God days, questions for a school district to consider before requesting Act of God days, and the process that would be involved. A potential amendment to the 2024-25 calendar will be addressed at the BOE's regular meeting in April.

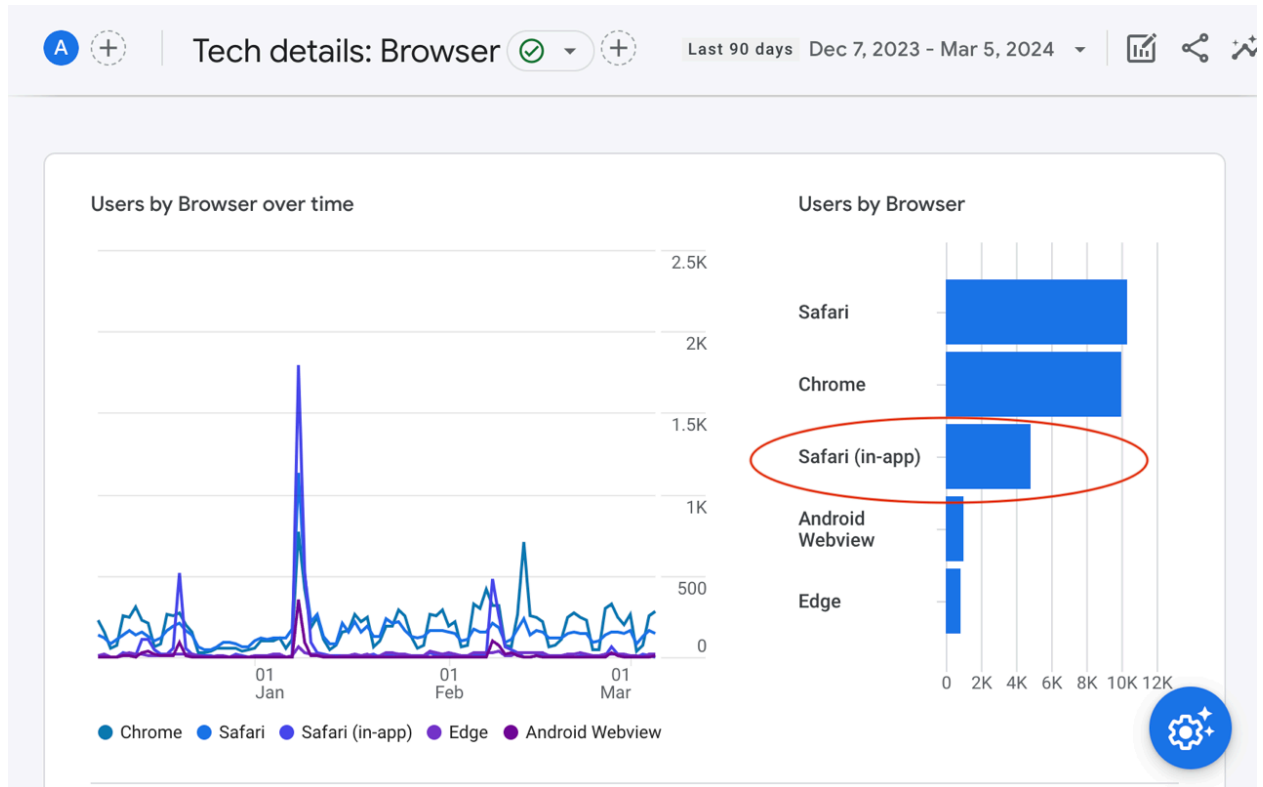
The committee also discussed BOE meet and greet events. In the fall, meet and greets were held with the public on Oct. 4 in conjunction with the Career and Technical Education Center open house, and with district staff on Oct. 19 at GHS. The committee

now recommends exploring a partnership with the organization chosen to host the summer ice cream social at the Geneseo park when a school band is performing, then working a BOE meet and greet into that evening. The BOE may also consider the possibility of accepting questions from the community and/or district staff at the 228BOE@geneseoschools.org email address and sharing responses on GeneseoSchools.org. Both ideas can be considered and discussed at the BOE's March meeting.

In an effort to be more communicative about upcoming BOE meetings and their agendas, the committee recommends more exposure on the GeneseoSchools.org home page by placing a graphic (see below) and link to SchoolBoard.net once a meeting's agenda and packet have been posted.

The meeting was adjourned at 2:07 p.m.

GeneseoSchools.org traffic statistics and other data from the last 90 days:



GA4 Reports snapshot Last 90 days Dec 7, 2023 - Mar 5, 2024

Views by Page title and screen class		Event count by Event name	
PAGE TITLE AND SCREEN CLASS	VIEWS	EVENT NAME	EVENT COUNT
Geneseo Community Unit School Di...	33K	page_view	74K
Calendars Geneseo CUSD #228	8.8K	session_start	51K
Matt Furlong named Geneseo's new ...	5.8K	user_engagement	45K
Employment Geneseo CUSD #228	3.2K	first_visit	26K
Parent Resources Geneseo CUSD #...	1.9K		
Staff Portal Geneseo CUSD #228	1.8K		
Documents Geneseo CUSD #228	1.6K		

Tech details: Browser ✓ + Last 90 days Dec 7, 2023 - Mar 5, 2024 📊 🔗 ⚙️

Browser	↓ Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user
	27,516 100% of total	25,642 100% of total	21,953 100% of total	43.31% Avg 0%	0.80 Avg 0%
1 Safari	10,322	10,082	7,839	39.58%	0.76
2 Chrome	9,995	8,599	11,465	53.52%	1.15
3 Safari (in-app)	4,835	4,824	391	7.25%	0.08
4 Android Webview	1,015	966	237	15.39%	0.23
5 Edge	846	665	1,219	73.39%	1.44
6 Firefox	266	205	459	48.78%	1.73
7 Samsung Internet	249	247	179	39.08%	0.72
8 Opera	30	26	26	42.62%	0.87
9 Amazon Silk	23	21	21	55.26%	0.91
10 (not set)	4	4	0	0%	0.00

Graphic that will be used on the GeneseoSchools.org home page for BOE agendas:

