



GENESEO

COMMUNITY UNIT
SCHOOL DISTRICT #228

Where the *future* grows.

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

Meeting Summary

August 27, 2024

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

Present:

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

Topics of discussion:

The meeting opened at 10:01 a.m.

The committee started by reviewing the first draft of the Board of Education Email Communication Protocols. The protocols are written so that emails received by the BOE—whether they are sent to individual members, multiple members or the entire board—are handled in a consistent manner. The protocols will be shared with the entire board for consideration at its September meeting.

The committee then considered whether it would continue to meet and if so, with what frequency. If board goals for 2024-25 again include one that involves communication, the committee will continue to meet on an as-needed basis.

The committee briefly discussed the recent switch from SchoolMessenger to Apptegy/Thrillshare for some of its district-wide messaging. SchoolMessenger was bought out by PowerSchool, a Skyward competitor. Apptegy/Thrillshare supports our website and mobile app, so we were already paying for the ability to send a variety of messages (cancellations or late starts due to weather, bus updates, correspondence from building principals, etc.) through its platform. James Roodhouse and Nitzy Bull led the efforts to set everything up in Thrillshare.



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Various recent content on GeneseoSchools.org and our social media accounts was reviewed and discussed. Recent articles and posts include an outline of the process and timeline to get on the ballot for the Consolidated Election on April 1, 2025, promoting the baseball coaching roles and other open positions throughout the district, and the creation of a new extracurriculars page for a variety of upcoming activities and events.

The BOE's summer meet and greet at an ice cream social on GPAC's night went well and desire is to do it again if GPAC has a night and is open to it (important to consider best/easiest format for BOE members to participate).

The committee explored having board members available in the buildings when parent/teacher conferences are held on October 17 and 22 from 4-8 p.m. The highest rates of parent participation is at the elementary school level, so Northside, Millikin and Southwest may present the best opportunities for engagement. Geneseo Middle School also attracts a large number of parents. It could be an opportunity to share the pre-kindergarten overview with parents and recruit future board members. The idea will be shared with the rest of the BOE at its September meeting for consideration and discussion. If the BOE is in favor, a sign-up sheet with dates, buildings and time slots will be circulated.

Regarding the April 1, 2025 consolidated election, the committee recommends that if there are more than four candidates on the ballot, the district should consider hosting another forum.

The meeting was adjourned at 11:12 a.m.