

SCHOOL DISTRICT OF WEST ALLIS-WEST MILWAUKEE, ET AL.
WAWM Activity & Fitness Center (AFC) (Former Lane) (414) 604-3005
2nd Floor - Room 220
1300 S. 109th St. | West Allis, WI 53214

**COMMUNICATIONS & ENGAGEMENT
BOARD COMMITTEE MEETING MINUTES**

**January 26, 2026
5:00 PM**

1. Call to Order
The meeting was called to order at 5:03 p.m.
2. Roll Call
The following were present at the meeting:
 - Amy Deal, Chair
 - Rebecca Lee, Vice Chair
 - John Verbos, Committee Member
 - Carolyn Hahn, Director of Communications and Engagement
3. Review and Add Any Modifications to the Agenda
None
4. Approve Minutes from the Last Meeting
Motion by Rebecca Lee to approve the minutes of the November 17, 2025 meeting, seconded by John Verbos.
5. Public Comments
None
6. Old or Unfinished Business
None
7. New Business
 - 7.1. Update on Strategic Plan KPIs

The committee reviewed our KPIs from the strategic plan. We are trending in the right direction, making significant progress towards increasing Facebook views, Facebook interactions, Instagram engagement, and increasing open rates for our weekly and monthly newsletters.
 - 7.2. Strategic Plan Signage and Video

All of our schools will have posters displayed with the district's Strategic Plan printed on them. The Communications team is exploring the idea of creating a captivate video to share information about the strategic plan with the community.
 - 7.3. Leave of Absence

Carolyn will be going on maternity leave starting this Friday, January 26th. Rachel Kruse and Alison Rageth will be covering for her and should be contacted regarding district communications.
8. Items to be Considered for Future Discussion
None
9. Adjournment
Motion by John Verbos to adjourn the meeting at 5:36 p.m., seconded by Rebecca Lee.