

**WAUNAKEE COMMUNITY SCHOOL DISTRICT  
BOARD OF EDUCATION GOALS COMMITTEE MEETING**

Monday, May 18, 2020

6:30 PM

District Administration & Maintenance Center  
905 Bethel Circle  
Waunakee, Wisconsin 53597

This meeting shall be conducted as a virtual meeting due to the health emergency caused by the COVID-19 pandemic and in accordance with State of Wisconsin Emergency Order #12 Safer At Home as so declared on March 24th, 2020. Accordingly:

- Board members may be participating in the meeting from remote locations through the use of communications technology.
- Public may access the meeting via live stream video at: <https://www.waunakee.k12.wi.us/district/Agendas.cfm>
- The physical location of the meeting shall be 905 Bethel Circle, Waunakee, WI
  - Only the Executive Assistant and a member of the IT team will be physically present at that location for the purpose of video production and live-streaming.
  - Public is able to attend at the meeting location, being mindful of social distancing requirements.
- Public comments related to the agenda items are to be sent to Rebecca McDonough at [district\\_administrator@waunakee.k12.wi.us](mailto:district_administrator@waunakee.k12.wi.us) prior to the Board meeting starting time. Those comments will be read by the Board President.

**AGENDA**

- I. **CALL TO ORDER**
- II. **ROLL CALL**
- III. **APPROVE AGENDA**
- IV. **PUBLIC COMMENTS**
- V. **REVIEW SOCIAL MEDIA OUTREACH, THE COMMUNICATION SPECIALIST POSITION, AND PRIORITIZATION AND OPTIONS WITHIN THE ADMINISTRATIVE RESTRUCTURING FRAMEWORK**

At the May 11th Board Meeting, the Board voted to not move forward with the #Socialschool4edu contract for next year, and per that discussion, it was determined that the Goals Committee should review the issue of social media. I appreciate the opportunity to discuss this issue with the committee.

In my opinion, this issue is much larger than the social media contract, but is part of a discussion around the Administrative Restructuring Framework that we started to outline and put into place last year. In that document (attached) there is a space for a

Communication Specialist Position (that was approved but not filled in the 2019-2020 school year), which is directly related to our social media strategy.

There is an inwoven narrative around this framework, the social media strategy / Communication Specialist Position, and the relation to the multi-year phasing of this restructuring plan. I would like to share this narrative with the Committee on Monday evening, and discuss options for how we move forward with some of the variables, including the social media part of this discussion.

As an FYI, there are options for the social media work other than the #socialschool4edu approach. We can discuss those on Monday and then set forth our approach on this topic as we move into the Additional Board Meeting on May 26th, and the Regular Board Meeting on June 8th.

**VI. DISCUSS THE VISION FOR THE WORK OF THE GOALS COMMITTEE FOR 2020-2021 AND ANY SHORT-TERM OBJECTIVES**

The purpose of this agenda item is to discuss the vision for the work of the Goals Committee for the next year. As part of this discussion, we can identify any short-term work that the Committee would like the district to embark upon given our current needs.

Some possible discussion items for the short-term include our involvement in the Wisconsin Public Education Network <http://www.wisconsinnetwork.org/>

Also, do we want/need to provide more budget detail to parents/community on school finance related issues, particularly given the unique circumstances we find ourselves with COVID-19 school closures and potential state revenue impacts on public schools.

**VII. FUTURE MEETINGS**

**VIII. ADJOURN**

“Any person who has a qualifying disability as defined by the Americans with Disabilities Act who requires assistance with access or materials should contact the Waunakee Community School District Office at 849-2000, 905 Bethel Circle Drive Waunakee, WI 53597, at least twenty-four hours prior to the commencement of the meeting so that necessary arrangements can be made to accommodate the request.”