

# **SPECIAL SCHOOL BOARD MEETING**

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**MARCH 31, 2016**

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SCHOOL DISTRICT OF WISCONSIN DELLS

SPECIAL SCHOOL BOARD MEETING

THURSDAY, MARCH 31, 2016

6:30 p.m. Open Session

**HIGH SCHOOL LIBRARY-MEDIA CENTER**

Wisconsin Dells High School

520 Race Street

Wisconsin Dells, WI 53965

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“This meeting is a meeting of the Board of Education in public for the purpose of conducting the School District’s business and is not to be considered a public community meeting. There is a time for public participation during the meeting as indicated in the agenda.”

“Upon request to the District Administrator, submitted twenty-four (24) hours in advance, the District shall make reasonable accommodation including the provision of informational material in an alternative format for a disabled person to be able to attend this meeting.”

AGENDA

- 1.0 Call to Order
- 2.0 Roll Call (*Kathy Anderson, John Campbell, Lisa Delmore, Jennifer Gavinski, Randy Gilner, Robert McClyman and Holly Waterman*)
- 3.0 Approval of Agenda
- 4.0 Public Comment/General Subject Matter Discussion
- 5.0 New Business
  - 5.1 Presentation by CEL Marketing, PR, Design, a company specializing in strategic communications and community-based surveys
  - 5.2 Resignations

*The Board will take a short recess and resume the rest of the meeting as a board work session. No action will be taken.*

  - 5.3 Discussion of Strategic Planning and Facility Planning
  - 5.4 Discussion of Policy Governance Monitoring Report Results 3 – Workplace Skills
  - 5.5 Discussion of Policy Governance Monitoring Report GP 11
  - 5.6 Discussion of Informal Quarterly Review of Superintendent
  - 5.7 Discussion of Policy Governance Agenda Planning and Work Sessions
- 6.0 Adjourn

## **BOARD INFORMER**

**3-31-2016**

**MEETING TIME 6:30 P.M.**

### **MISSION STATEMENT**

The School District of Wisconsin Dells will graduate learners who have attained the knowledge and skills necessary to make a positive contribution to a changing world. The District will accomplish this by:

- Setting high expectations for students, staff, administration, Board, parents and community.
- Expecting consistent high quality achievement from all students.
- Demonstrating accountability by documenting and analyzing all that we do.
- Providing an environment of honesty, truth, challenges, support and respect.
- Obtaining a commitment to our mission from students, administration, Board, parents and community.

### **STRATEGIC PRIORITIES**

- Adopt and fully implement Wisconsin's Agenda 2017: Every student college and career ready as outlined by State Superintendent Dr. Tony Evers.
- Demonstrate continuous improvement in academic areas grades PK-12.
- Demonstrate continuous improvement with the application of 21<sup>st</sup> century technology for staff and students.
- Demonstrate continuous improvement with district communication to a variety of community stakeholders; business owners, citizens, parents, students and staff.
- Develop a long term solution to improve the quality of the District's school facilities.

## **New Business:**

1. A presentation by CEL Marketing, PR, Design, a company specializing in strategic communications and community-based surveys, will be presented by Cindy Leines.
2. Mr. Bell will be bringing his letter of resignation as WDHS principal to the meeting. He has accepted a contract with the Boscobel School District as its superintendent.
3. The BOE will discuss its role along with PRA /ADCI, Survey Company XYZ, and Strategic Planning Consulting Group XYZ in the current planning processes. Understand how these three groups are woven together by the BOE to form a strong/clear foundation solidifying a clear direction for the District. We will discuss and clarify each entity's role. We will define the information they will contribute and be responsible for and how they will acquire it.
4. The Policy Governance Monitoring Report Results 3 – Workplace Skills policy has already been adopted by the BOE. We are now developing this monitoring report as a board.
5. The Policy Governance Monitoring Report GP 11 has already been adopted by the BOE. We are going to review and update the monitoring report. Please complete the included monitoring report and bring it to Thursday's board meeting. We are going to review and discuss our individual reports together; however, in the future we will submit the monitoring report that is due for that month as listed on the calendar prior to the board meeting to the board president for review. We will discuss this process to ensure that all members understand the expectation as this is a new procedure.
6. Board members will review the WASB requirements for a Superintendent review and incorporate these into our existing OE monitoring reports and Results Policies.
7. The board will discuss its role in the Policy Governance Agenda Planning and Work Sessions. Discuss what future agendas and work sessions will look like including frequency and content. See GP 7.



MARKETING | PR | DESIGN

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education



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Minneapolis, MN 55446



# Proposal

**School District of Wisconsin Dells** • 03.08.2016

Project:

- Brand Promise
- Strategic Communications Consultation, Planning and Implementation

Prepared for:

**Terry Slack**

*tslack@sdwd.k12.wi.us*

*School District of Wisconsin Dells*

*811 Cty Rd H*

*Wisconsin Dells, WI 53965*



### Websites

Customized project management for design, development and copy editing



### Branding & Design

Excel your communications with refined branding and graphic design services



### Communication Plans

Establish your marketing roadmap where the process is as important as the outcome



### Consultation

Gain insight on bridging the gap between communications, technology and your



### Training

Best practices for print, social, digital, media and community engagement

## About us

### Creating your message in ways that are creative, effective and lasting

Reaching target audiences and the general public with messages that inspire, educate and motivate action is what we do at CEL. Over the past twenty-seven years, CEL clients have trusted us as their communications partner - helping them strategically plan, implement and ultimately reach their goals using effective brand design, marketing and public relations tactics. Getting the message to the marketplace in a creative, effective and lasting way is our business.

At CEL, our mission is: passionately committed to the betterment of business, family and the community. We have passion for what we do and the organizations that we service - and that translates to success for you. Our clients consistently tell us that we're good interpreters and we "hit the ground running" in a strategic manner. We understand education, nonprofits, community engagement and collaborative organizations.

Our proven track record includes strategic marketing plans, brand identities, websites and campaigns that we created, delivered and implemented for education, nonprofit and private entities. From concept to completion, CEL's work has made an impact with school districts, community education, advocacy and services for people with disabilities and their families, senior housing, art education, Alzheimer's support and services and urban tree Care.

CEL is recognized for developing collaborative partnerships that reap great rewards and outcomes for our clients...and it all starts in the brand messaging.

We are an award-winning company that consistently ranks in the Top 25 PR firms in the Twin Cities and whose brands, partnerships and designs have long-lasting impact and have received regional and international awards.

The CEL team brings to the table diverse expertise in creative branding, messaging and graphic design, web design and development, media relations, (traditional media and social media) and community relations.

CEL is recognized as your communications and technology advisors and advocates for schools with a story to tell. We deliver results.

# Process and Deliverables

01



## Brand Identity / Messaging

Create effective and memorable key messages and tag line for the School District of Wisconsin.

- Review and deliver the assessment of brand message(s) and their relevancy for today and the future
- Create effective and memorable key messages and tag line for the School District of Wisconsin Dells
- Incorporate key messages and tag line/campaign visually with existing or refined brand logo and brand identity
- Provide brand style guide
- Create six design layouts/templates for District communications (\*templates prioritized by Superintendent)

02



## Referendum Communications Consultation

- Provide communications guidance and advice for the timing of the referendum: November 2016 Referendum vs. Spring or Fall 2017 Referendum
- Create the District Referendum Communications Plan and Timeline (Note: Vote Yes strategic communications plan requires a separate plan and document and paid for by Vote Yes committee.)
- Recommendations included in the Plan ensure the multi-generation demographics have accurate and accessible information

03



## Advocate and Advisor for District Communications

- Provide changes or advise for website and online communications tools and tactics
- Review surveys and survey messaging to ensure it is customized for gathering information based on the District's future and strategic plan

04



## Secret Shoppers Assessment

Complete a Secret Shopper assessment to gain insight, objective and subjective feedback from community and prospective parents, teachers and students

- CEL will recruit, coordinate and provide Secret School Shoppers and provide the final report and summary of findings. Objective ratings and narrative feedback will be received and reported for each of the schools / communities.

Each school shopper will do:

- Two phone contacts and one email contact to each principal (posing as parent of prospective students or prospective teacher)
- One onsite visit
- Written and verbal feedback on their experience on specific experiences ranging from the ease in finding the school to interaction with staff.

CEL will:

- Recruit secret shoppers
  - up to 9 shoppers to shop the schools
- Ensure each site receives two visits (separate shoppers)
- Create feedback forms and train the shoppers
- Coordinate with the Superintendent or designated District staff the schedule and timeline for the entire process
- Collect the data and write the narrative summary
- Provide presentation and document for Superintendent



05



## Filling District Communications and Technology Gaps

Upon completion of the communications strategic plan, CEL will help to fill the District's gaps in time and resources with services. Available services may include:

- Effective website communications (project manage, design, develop, copy editing and/or optimizing)
- Design of effective print and online materials or templates
- Ongoing consultation effectively using technology and communications to tell your story and deliver results
- Training and webinars on infographics (free resources), photo editing, social media, community engagement and more

06



## Cost

Description	Price
01. Brand Identity / Messaging	\$9,265
02. Referendum Communication Consultation	\$3,410
03. Advocate/Advisor District Communications	\$1,920
04. Secret Shoppers Assessment	\$5,420
05. Fill District Communications and Technology Gap	\$TBD
<b>Brand and Communications</b>	<b>\$20,015</b>



## Experience: School Marketing/PR/Design

CEL Public Relations, Inc. was founded in 1988 to help education and healthcare organizations market their services and tell their stories. More than 27 years later, CEL continues its mission "compassionately committed to the betterment of business, family and the community" by building strong school and community support.

We are the communications partner for schools, communities, businesses, non-profits, and government entities. Our strategic communications integrate new and traditional tools and tactics to deliver results. We fill the communication gaps of resources, time and technology for schools.

CEL brings:

- √ Expertise in brand promise, brand positioning and communications
- √ Implementation— helping schools strategically plan, implement and ultimately achieve their goals with effective messaging and design, marketing and public relations tactics.
- √ Extensive experience and insight as active community and organizational leaders, facilitators and participants. We understand the responsibilities, perspectives and priorities from multiple viewpoints. CEL's professionals have served on numerous committees and task forces, co-chaired Vote Yes committees, school advisory committees, citizen financial advisory task forces for educational institutions and have been communicators of statewide initiatives.
- √ An all-encompassing messaging and brand identity plan that integrates existing departments with external and internal communications processes. We understand that the process is important to the end result to fully engage and represent the stakeholders and community-at-large.
- √ Current trends and technologies. Our in-depth understanding of effective integration of traditional marketing, online communications and multi-generational communications reaps results.
- √ A long-standing history of successfully engaging diverse groups and individuals to create results beyond their original concepts.
- √ Excellent interpreters of goals and desired outcomes...and then we facilitate, strategize, consult and implement
- √ Implement achievable, traditional and non-traditional communications for today and into the future.

CEL has trained and presented for MinnSPRA, schools, and for national educational groups. We understand and love working with schools. Our proven track record with education is evidence of our abilities to project manage and fill the gaps in school communications and technology. Clients report that "we're good interpreters (visual, verbal & written) and we 'hit the ground running' in a strategic manner." We are team players whose process achieves engagement and success. We have passion for what we do and the schools and communities that we service - this translates to success for you.



**Janet Swiecichowski**

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## Client

Wayzata Community Education

## Project

Campaign messaging and branding with an existing district logo, project strategy, print and web template design and layout, style guide created for print and web, training of staff on use of templates.



Our new Wayzata Community Education campaign and catalog is beautiful and it's getting results. CEL did an incredible job on it from start to finish. The process was smooth and the return on our investment is incredible.

Combining our youth and adult enrichment catalogs into one has had a significant impact. We went from reaching 4500 households, with only elementary age students, to 31,000, with students of all ages.

The online version of the catalog had 439 page views within the first 40 days after release. Within the same time frame, the Youth/Adult Fall Catalog had 1,091 views. This is a 248% increase over the last catalog. The duration of viewing is also up by 25 seconds, or about 6%.

Registrations have increased as well. Within the first 40 days since the catalog release, we have seen an 8.45% increase in youth enrollment, and a 17.3% increase in adult enrollment over last year at this time!

Deb Slomkowski, Enrichment Manager  
Wayzata Public Schools  
Community Education



## Client

Intermediate School District 287

## Project

Rebrand and repositioning for employee recruitment.





## Client

Cotter Schools

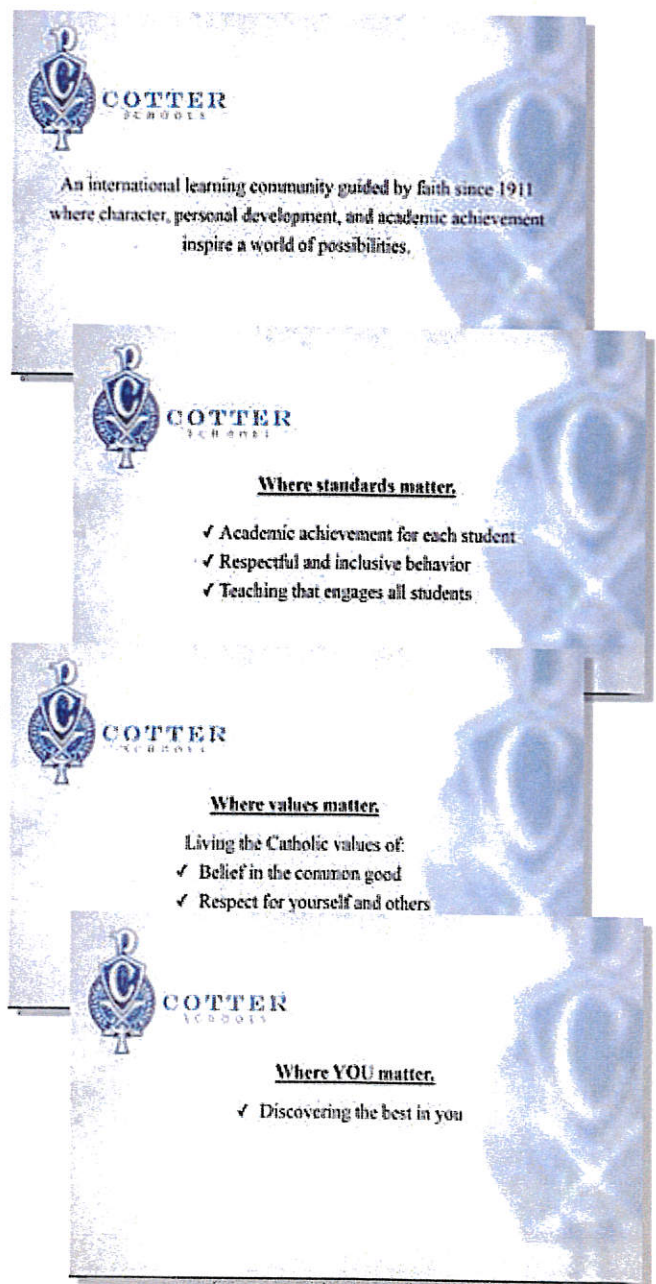
## Project

Brand promise and messaging, brand style guide and sub-brands, Website design and project management, design of numerous templates.

[www.cotterschools.org](http://www.cotterschools.org)



MARKETING | PR | DESIGN





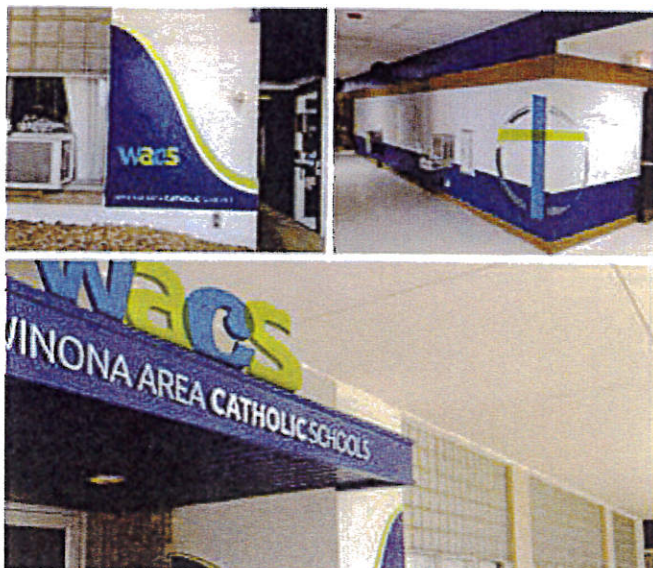
**Client**

Winona Area Catholic Schools

**Project**

Brand identity and messaging, brand style guide and templates.

[www.wacs1.org](http://www.wacs1.org)



**wacs**

Setting your child's *foundation* for life

**wacs**

WINONA AREA CATHOLIC SCHOOLS



## Client

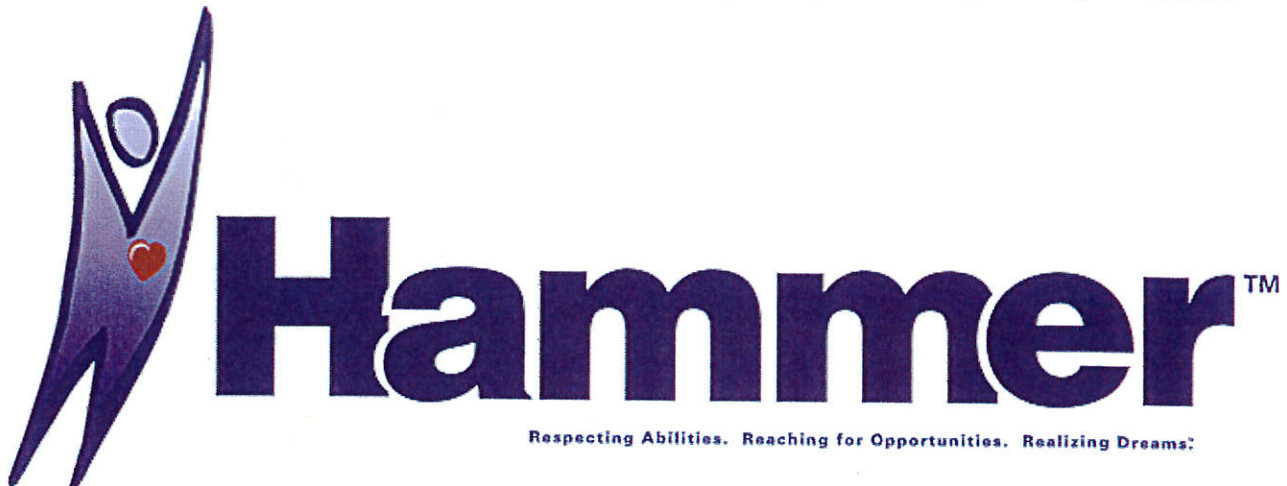
Hammer Residences, Inc. and sub-brand Hammer Travel

## Project

Brand promise and messaging, brand rollout strategy.

*Note: Hammer brand identity was originally completed 15 years ago. The message and brand identity continue to be used and relevant today, after significant changes and growth of the organization.*

*Hammer Travel brand identity and message was created years after the parent brand. The results of Hammer Travel message surpassed original expectations.*



*Customized travel experiences for people with developmental disabilities.*

Every detail of the travel experience is taken care of by a highly trained team who understand and respect the privilege of serving people with developmental disabilities.

Hammer Travel is committed to providing opportunities for people to experience life to its fullest. Hammer Travel provides group, individual and family assisted travel that:

- respects the abilities of all travelers,
- reaches for opportunities desired by the travelers,
- helps realize dreams held by the travelers and their families.



## School District of Wisconsin Dells Internal Monitoring Report

**Policy Type: Governance Process**

**Policy Title: GP-11 Board Member Violations**      **Date:** \_\_\_\_\_

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**Policy Statement:** The Board and its members are committed to faithful compliance with the provisions of the Board's policies. In the event of a member's willful and/or continuing violation of policy, any Board member may seek remedy by notifying the board president of the violations.

The Board president shall:

- a. if deemed appropriate, hold a private conversation between the president and the offending member;
- b. if deemed appropriate, moderate a discussion between the full Board and the offending member; discussions between the full board and the offending member may be held in closed session pursuant to all applicable restrictions contained in the Wisconsin Statutes;
- c. if deemed appropriate, call for a motion of public censure of the offending member.

**Interpretation:** I interpret this policy to mean that the Board values the accountability of each individual Board member. The Board shall be diligent in holding each other accountable for willful and/or continued violations of Board Governance Policy. Board members will monitor their own behavior and when necessary individual Board members will bring items of concern to the Board President.

**Monitoring Process:** A form (see attached) was sent requesting a written response from each board members and the superintendent asking for violations and/or potential violations.

**Data:**

\_\_\_\_\_ of seven responses were received and no violations of GP-11 were reported.

- (List summary of responses here)

Official Board Response to Board Governance Policy  
Monitoring Report

**Policy Monitored:** GP-11 Board Covenants

**Date of Board Review:** \_\_\_\_\_

The School District of Wisconsin Dells has reviewed the internal monitoring report of this policy and makes the following conclusions:

1. \_\_\_ The Board finds itself to be in full and complete compliance.

\_\_\_\_\_  
\_\_\_\_\_

2. \_\_\_ The Board is in compliance with the provisions of this policy, with the following interpretations, actions, and/or policy sub-parts excepted:

\_\_\_\_\_  
\_\_\_\_\_

**If Applicable:**

The Board determines the following action to be appropriate:

\_\_\_\_\_  
\_\_\_\_\_

**Evaluation of Policy Relevance and Language**

The board approves the following action in regard to the continuing relevance of this policy and its language:

\_\_\_\_\_  
\_\_\_\_\_

Signature of Board President \_\_\_\_\_ Date: \_\_\_\_\_

Signature of Board Vice President \_\_\_\_\_ Date: \_\_\_\_\_

*Policy Type: Governance Process***Agenda Planning**

To accomplish its stated goals, the Board will adopt and follow an annual calendar of agenda items which includes monitoring, review and refinement of policies, linkages and board performance in addition to evaluation of the Superintendent.

Adopted: August 2014

*Monitoring Method: Board self-assessment*  
*Monitoring Frequency: Annually in November*

School District of Wisconsin Dells Board of Education