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are**

  
self-directed,  
lifelong learners

  
effective  
communicators

  
complex, creative  
& adaptive  
thinkers

  
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& productive  
citizens

**GENEVA COMMUNITY UNIT SCHOOL DISTRICT NUMBER 304  
227 NORTH FOURTH STREET, GENEVA, ILLINOIS  
RECORD OF PROCEEDINGS OF A RETREAT SESSION  
OF THE BOARD OF EDUCATION**

The Board of Education of Community Unit School District Number 304 met in a Board Retreat on Saturday, October 22, 2016, at 8:30 a.m. at Coultrap Educational Services Center, 227 North Fourth Street, Geneva, Illinois

**1. CALL TO ORDER**

- 1.1 Roll Call
  - 1.2 Welcome
  - 1.3 Pledge
  - 1.4 Reminder to Sign Attendance Record
- The meeting was called to order at 8:30 a.m. by President Grosso.

Board members present: Leslie Juby, David Lamb, Mike McCormick, Vice President Kelly Nowak, Policy Committee Chair Mary Stith, Finance Committee Chair Bill Wilson, President Mark Grosso. Late: None. Absent: None.

District staff present: Dr. Kent Mutchler, Superintendent.

Others present: Angie Peifer, Laura Martinez.

**2. PUBLIC COMMENTS**

None.

**3. BOARD DIALOGUE TOPICS**

- 3.1 IASB Workshop on Public Engagement  
IASB Representative Laura Martinez, and IASB Facilitator Angie Peifer led the workshop on Public Engagement. It began with a summary of the last two workshops on Public Engagement held with our Board. There were discussions at those two workshops on the type of engagement, topics, audience, and desired levels of engagement that corresponded to certain types of issues. The Board discussed opportunities for engagement with the public and staff since the last session that was held.

The topic for the day was to discuss how to take public engagement to the next level in Geneva 304. The presenters organized the meeting around a PowerPoint. The Goals for the day were indicated to (1) take the efforts of public engagement to the next level, (2) identify key communicators that would help to get accurate messages out regarding the district and work being done for students, (3) identify the different methods that we could use to engage the community for two-way communication, and (4) identify the possible levels of engagement tied into different topics. Board members noted recent activities for community engagement including the Tax Payer Meeting at Mill Creek and the Harrison Street School Spaghetti Supper. There is more to come with the Board members attending activities and events in the community and schools, Board members attending PTO meetings at individual school buildings, social media use to provide information and gain input, and Board member attendance at community events and being actively involved throughout the community.

The presenters highlighted the different levels of engagement, as listed on the public participation spectrum in the PowerPoint, and discussed participation levels used in past



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efforts by the district. The group continued the discussion held at the May retreat in this regard and identified the district as wanting two-way communication, where they can communicate information to the public and also receive input and questions back.

In terms of the key communicators, the district is seeking people who want to know information from the district early on and who will be willing to share that with others, as well as bring information to the district regarding actions taken and information presented to the public. IASB helped the group define different issues that could be helpful for individuals to know and then also issues that would be helpful for the district to know.

There was a discussion about identifying resources for attaining further community engagement. These resources could be used for different surveys than the district has used in the past, focus groups, thought exchange situations, forums with outside facilitators, subject area forums with a parking lot to park issues not related directly to the forum topic and other means. The group discussed evaluating these types of resources and tools in both a formative and summative sense. IASB shared a sample RFP for enlisting the services as a consultant in facilitating this process. The Board highlighted the upcoming Innovation Forum and shared information about how this forum was constructed and communicated to the public to try to maximize attendance by everyone in the community.

Based on all of the information presented and discussed, the next step for the Board is to identify key communicators and to seek out and highlight different platforms and methods to gain the two-way communication that meaningful public engagement can offer.

**4. ADJOURNMENT**

At 10:57 a.m., motion by Wilson, second by McCormick, and with unanimous consent, the meeting was adjourned.

APPROVED November 14, 2016  
(Date)

\_\_\_\_\_ PRESIDENT

SECRETARY \_\_\_\_\_

\_\_\_\_\_ RECORDING  
SECRETARY