A meeting of the Community Engagement Committee of the Board of Education of Community Unit School District 200, DuPage County, Illinois, was called to order at 3:00 PM on Wednesday, December 21, 2022, at the School Service Center, 130 W Park Ave, Wheaton, IL.

PRESENT

Board Members:	Ms. Angela Blatner
	Mr. Brad Paulsen
Staff:	Dr. Jeff Schuler, Superintendent
	Ms. Erica Loiacono, Director of Community Engagement & Communication

Dr. Schuler framed the discussion for the meeting.

Discussion of Website Redesign and Communications System

Ms. Loiacono reviewed the history of the website and communications system, which included information on the following:

- Currently D200 partners with Blackboard for websites and all mass communication needs.
- Recently Blackboard sold off its division to Finalsite.
- The current contract with Blackboard expires at the end of this school year.
- Need-based became opportunity based.
- Used this opportunity to check into other options, one of which is Apptegy.
- Apptegy includes:
    - editing website and mass communications
    - mobile push notifications (email, phone, and text are done in one platform)
    - user-friendly mobile app to generate communication
    - ease of communication and speed are attractive features
    - publishing platform: Thrillshare
    - allows you to keep the front page of the website(s) up to date
    - ability to see all previous push notifications; all connected through the staff information system
- Mobile app homepage – what would be included?
- Can also change the language using google translate on the app.
- The last website redesign was to get a consistent template; now the goal is to modernize and have information not be static on the website.
- Empowers all principals to tell their story.
- Cannot migrate information over from one site to another, would have to create new content.
- Brought several building administrators together to review this.
- Simplifying communication for staff, better communication and access for parents, easier use on the District end, economic benefits.
- Several Illinois school districts are moving to Apptegy.

There was discussion on the following:

- Websites would all be redesigned.
- A shift in communication for parents.
- Guidelines on when to use/not to use certain features.
- Currently, administrators communicate through multiple mediums. Thrillshare can do one message and click on which mediums the message should be sent.
- Estimated transition timeline and the level of support offered by Apptegy during the transition.
- Schedule of pricing.
- Feedback from other districts using Apptegy.
- ParentVue as it relates to this.
- Communications audit.
- Other apps and software we use – will they be easily accessed through this?
- The opportunity to streamline things; easier access to the staff directory.
- Encourage Board Members to view the site and provide feedback.
- Potential opportunity to use CAC to give some perspective/feedback on this.
- One platform vs. two.
- The amount of work that will be required – how will this be absorbed into the current workload?
- Opportunities for other staff to help out; any opportunity for HS classes to help?
- The selection process used to get to Apptegy as the provider.

This will be included on the January 11, 2023 Board agenda.

Public Comment
None

The meeting adjourned at 3:55 PM.