



15020 Metcalf Ave. | Overland Park, KS 66223 | Board Conference Room | 7:30-8:30 a.m.

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## MEETING MINUTES

Sept. 6, 2022

**ATTENDANCE:** Members present included Patrick Hurley, Gina Knapp, Tom Mitchell, Lisa McMahon, Pam Shernuk, Gretchen Anderson, Kristin Gembala, Nate Winslow, Jeff Nessel, Brad Moser, Kristi McNerlin, Maryjo Tinlin and Lisa-Mari Sears.

## WELCOME AND INTRODUCTION

The meeting began at 7:30 a.m. with introductions.

## OVERVIEW & PURPOSE

- Board President Patrick Hurley provided an overview of the committee's purpose, which includes learning about and identifying opportunities for the board to communicate and engage with the community.

## BV HIGHLIGHTS

- Kristi McNerlin, Chief Communications Officer, gave members a peek inside the first day of school excitement in a [Back to School video](#) that was shared through various Blue Valley communication channels.
- The committee previewed the Bond 2020 Update video created to celebrate the work

completed as promised after patrons approved the bond in 2020. The video will debut at the September Board of Education meeting.

## ON THE HORIZON

- With a strategic focus on recruitment/retention this year, the committee learned about the number of new certified staff members and their makeup.
  - 263 new educators
  - Average 5.7 years of experience
  - 54% of new educators have a master's degree
  - 27 new teachers are BV grads
- Kristi previewed strategic plan goals that will be an area of focus for the district during the 2022-23 school year.
  - Finance/Budget
  - Recruitment/Retention
  - Literacy
  - Math
  - Mental Health
  - High School Experience

## FUTURE TOPICS DISCUSSION

- Committee members expressed interest in discussing communication strategies around the difference between capital outlay, bond and operating funds and the existing limitations. Additional discussion was suggested to identify ways the district can communicate and engage with patrons who don't have students in school.
- The meeting concluded with an opportunity for all committee members to suggest topics/ideas for future discussion.
- The next Communications Board Advisory Committee meeting is scheduled for Tuesday, Oct 4, 2022 in the Board Conference Room at the District Office.