

BOE DEI Advisory Committee  
11.7.24

Members Present: Dr. Kelly Wessel, Jodie Dietz, Minal Wedel, Caroline Chaboo, Courtney Carlson, Kristi Dixon, Scott Roberts, Dr. Sonya Evans, Lindsay Weiss, Wendy Connelly, Shahzad Zafar, Kaiwaini Dawson, Lindsay Weiss, Sarah Markowitz Schreiber, Jennifer Smith

Minutes: Dr. Kelly Wessel introduced the session and talked about the current teacher shortage and efforts from the Human Resources Department and Communications Department are working on branding and marketing to attract candidates. Kaci Brutto and Landon Parker from the Communications Department presented information about their department and how they help with telling the district's story to attract candidates. Kaci described how they choose stories to share. There is a concerted effort to tell stories of people where all families see themselves reflected. Their goal is to produce stories and social media posts that are diverse in topics. She provided multiple examples of stories they have produced in print, social media, and video. Landon described how he leveraged social media to partner with HR to highlight staff stories and accomplishments to market the school district. He also discussed the importance of accessibility for all people. Kaci described the process of producing the *Champions of Learning* publication and social media campaign. Dr. Wessel described how HR used the publication to recruit prospective candidates at colleges and universities throughout the region. Jodie Dietz, BOE member described how the Board used the infographics with legislators in Topeka.

Dr. Wessel next described the student demographics for the 2024-25 school year. She shared that 112 languages are spoken along with English in the district. She also shared staff demographics for the 2024-25 school year. Jennifer Spencer with HR shared about employee benefits and ways the school district to address their wellness. There were several questions regarding how students and parent groups can help support schools. She also shared about the importance of retention and how the onboarding process assists in those efforts. We finished the meeting by reviewing the Community Celebrations and Observances to promote awareness and appreciation of our Blue Valley families.