



June 10, 2010

APPENDIX LLL-12-15

June 14, 2010

MEMORANDUM

To: Members of the Board of Education

From: Daniel A. Nerad, Superintendent

Subject: Engagement and Communications Plan

Wood Communications has offered to work with the District to assist us in assessing the need for and the actual development of an engagement and communications plan.

Should funds for the development of this plan be needed, Wood Communications has agreed to raise these funds privately resulting in no District dollars being utilized.

During June's Superintendent's Announcements and Reports, I will communicate my intent to move forward to work with Wood Communications on an engagement and communications plan. This will also allow the Board to provide input on this work. Attached to this memorandum is a letter from James Wood detailing the first step this firm would take in determining the need for a plan of this nature.

Please let me know if you have any questions on this.



May 28, 2010

Mr. Dan Nerad, Superintendent
Madison Metropolitan School District
Doyle Administration Building
545 W. Dayton
Madison, WI 53703

Dear Dan:

Thank you for meeting with me the other day. I appreciate your time and insights.

As I mentioned during our conversation, Wood Communications Group (WCG) is interested in determining whether or not an initiative to enhance community engagement with the public schools conceived, managed and funded by the private sector is necessary and/or practical at this time. We believe that the first step in ascertaining the advisability of such an exercise lies in developing a better understanding of what you and others in the public school system see as the challenges and opportunities, and to that end, would like to meet further with you and ask for your help in identifying individuals with whom we could meet to discuss these issues.

I do not believe that this process would be too time consuming or disruptive and consequently hope that you will be willing and able to accommodate our request.

Please let me know if you need any further information. I look forward to hearing from you.

Best regards,

A handwritten signature in cursive script that reads 'James B. Wood'.

James B. Wood, President
Wood Communications Group