



Mahomet-Seymour Schools

1301 S. Bulldog Dr., Box 229
Mahomet, IL 61853
Phone 217-586-2161

June 27, 2025

VIA ELECTRONIC MAIL

Dani Tietz

dani@mahometnews.com

RE: Freedom of Information Act Request

Dear Ms. Tietz

On June 22, 2025, Mahomet-Seymour Community Unit School District No. 3 (the "District") received a Freedom of Information Act ("FOIA") request from you. Your request and the District's response are below.

Request: I request the resume of and contract for the Director of Communications.

Response: Attached please find records responsive to your request.

To the extent you consider this a denial of your request, you have the right to have the denial reviewed by the Public Access Counselor (PAC) at the Office of the Illinois Attorney General. 5 ILCS 140/9.5(a). You can file your Request for Review with the PAC by writing to: Public Access Counselor, Office of the Attorney General, 500 South 2nd Street Springfield, Illinois 62701, Fax: 217-782-1396, E-mail: public.access@ilag.gov, Phone: 877-299-3642. If you choose to file a Request for Review with the PAC, you must do so within 60 calendar days after the date of the denial letter. 5 ILCS 140/9.5(a). Please note that you must include a copy of your original request for documents and the denial letter when filing a Request for Review with the PAC. You also have the right to seek judicial review of your denial by filing a lawsuit in the State circuit court. 5 ILCS 140/11.

Sincerely,

A handwritten signature in black ink, appearing to read "Kenny C. Lee", is written over a light blue horizontal line.

Dr. Kenny Lee, Superintendent and FOIA Officer

JESSICA BRYSON

Director of Communications

Mahomet, IL • [REDACTED] • [REDACTED] • [Linkedin](#)

SUMMARY

Experienced communications professional with 10 years of success leading public relations and strategic messaging efforts. Skilled in crafting clear, engaging content and building strong relationships with internal and external stakeholders. Known for aligning communications with organizational goals and fostering trust through consistent, thoughtful storytelling.

- SKILLS**
- Brand Storytelling & Narrative Development
 - Content Creation & Copywriting
 - Marketing Funnel Strategy & Execution
 - Public Relations & Media Outreach
 - Editorial & Content Calendar Management
 - Email Campaigns & Customer Engagement
 - Cross-Functional Collaboration
 - Digital & Social Media Marketing
-

WORK EXPERIENCE

Junior Account Executive, 71 West

2020 – Present

- Develop and implement comprehensive communication strategies across digital, print, and social media channels to increase public engagement and strengthen client relations.
- Craft messaging aligned with organizational goals and stakeholder expectations, contributing to a 25% increase in engagement across key accounts.
- Manage editorial calendars, blog content, and digital assets tailored to audience behavior, resulting in a 30% increase in website traffic and improved user engagement.
- Partner cross-functionally with internal departments to ensure consistency of voice and alignment with broader strategic initiatives.
- Track and analyze communication performance, using insights to adjust strategy and improve outreach outcomes.
- Provide messaging guidance to clients, contributing to clearer brand storytelling and community perception.

Marketing Manager, RE/MAX Realty Associates

2017 – 2020

- Directed multi-platform marketing campaigns to strengthen brand identity and increase community recognition.
- Produced targeted email and print communication focused on impact stories and community updates, increasing engagement and retention.
- Led the development of print brochures, signage, and outreach materials to support internal teams and public-facing efforts.
- Trained and supported agents on communication best practices, marketing tools, and brand alignment.

Communications and Public Relations Coordinator, Tap-In Academy

2015-2017

- Oversaw all communications strategy and execution, serving as the primary liaison between the organization and external audiences, including donors, families, and community partners.
 - Developed and distributed press releases, newsletters, and social media content to increase awareness and support for educational initiatives.
 - Wrote and designed outreach materials recognizing donor contributions and program impact, strengthening donor relations.
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EDUCATION

Eastern Illinois University
Bachelor of Arts

- Communications

2013-2016
Dr. Glen J. Ross Scholarship (2015-2016)

DIRECTOR OF COMMUNICATIONS EMPLOYMENT CONTRACT

THIS CONTRACT made this **16th** day of **June**, by and between the Board of Education of Mahomet-Seymour Community Unit School District No. 3 (hereinafter referred to as “the Board”), and **Jessica Bryson** (hereinafter referred to as “the Director”), pursuant to a Motion of the Board at a meeting of the Board held on **June 16, 2025**, as found in the Minutes of that meeting.

WITNESSETH:

For and in consideration of the mutual promises hereinafter contained, it is covenanted and agreed by and between the parties as follows:

1. **TERM.** The Board hereby employs **Jessica Bryson** as **Director of Communications** in and for Mahomet-Seymour Community Unit School District No. 3 for a period of one (1) year, commencing **July 1, 2025** and ending **June 30, 2026**. The work year shall be twelve (12) months per year, including sick leave, personal leave and vacation (paid non-working days) but not including holidays. The Superintendent, in consultation with and with the advice of the Director, shall specify the days on which the Director will perform duties as Director.

2. **DUTIES.** The duties and responsibilities of Director shall be all those duties established by this Contract, those incident to the office of Director of Communications, as set forth in the job description of that position as attached hereto as Appendix A, those obligations imposed by the law of the State of Illinois upon Director; and such additional duties normally performed by an employee in like position as from time to time may be assigned to the Director by the Superintendent of Schools and/or the Board.

3. **SALARY.** In consideration of the performance of the duties of the Director, the Board shall pay to the Director as base annual salary for the period extending from **July 1, 2025** to **June 30, 2026**, the total sum **\$82,000.00** per year, which amount shall be payable in substantially equal installments in accordance with the payroll procedures of the District. For each subsequent contract year, the Director shall be paid such annual salary as may be agreed to by the Board and the Director, pursuant to provisions described hereinbelow, but in no case less than the salary negotiated for the preceding contract year. Any adjustment in base salary shall be in the form of an amendment and shall become part of this Contract, but any such amendment shall not be considered a new contract with the Director, or that the termination date of this Contract has been in any way extended.

4. **PENSION.** In addition to the salary of the Director as set forth hereinabove in paragraph 3, the Board shall pay such amount as may be required by law on behalf of the Director to the Illinois Municipal Retirement Fund (“IMRF”). The purpose of such direct employer payment shall be to defer federal income taxation of such amount, to the maximum extent permitted by law. Both parties acknowledge that the Director did not have the option of choosing to receive the contributed amounts directly, instead of having such contributions paid by the Board to the Illinois Municipal Retirement Fund, and further acknowledge that such contributions are made as a condition of employment to secure the Director’s future services, knowledge and experience.

5. **EVALUATION.** Annually, but no later than **March 1** of each year, the

Superintendent shall review with the Director, the Director's progress toward established goals, as well as working relationships among the Director, the Superintendent, the Board, the faculty, the staff, the students and the community. The Superintendent shall provide a summary of the Director's evaluation and job performance to the Board.

6. **EXTENSION AT END OF TERM.** At the time of the final annual evaluation and assessment under this Contract, the Board and the Director shall engage in discussions from which the parties may mutually agree to extend the employment of the Director.

7. **DISCHARGE FOR JUST CAUSE.** Throughout the term of this Contract, the Director shall be subject to discharge for just cause provided, however, the Board shall not arbitrarily or capriciously call for dismissal and the Director shall have the right to service of written charges, notice of hearing and a hearing before the Board. If the Director chooses to be accompanied by counsel at such hearing, all such personal expenses shall be paid by the Director. Failure to comply with the terms and conditions of this Contract shall also be sufficient cause for purposes of discharge as provided in this Contract.

8. **DISABILITY.** Should the Director be unable to perform the duties and obligations of this Contract, by reason of illness, accident or other cause beyond the Director's control and such disability exists after the exhaustion of accumulated leave days and vacation days during any school year, the Board, in its discretion, may make a proportionate deduction from the salary stipulated. If such disability continues for ninety (90) work days after the exhaustion of accumulated leave days and vacation days during any school year, or if such disability is permanent, irreparable or of such nature as to make the performance of the Director's duties impossible, the Board, at its option, may terminate this Contract, whereupon the respective duties, rights and obligations of the parties shall terminate.

9. **TERMINATION BY AGREEMENT.** During the term of this Contract, the Board and the Director may mutually agree, in writing, to terminate this Contract.

10. **HOLIDAYS.** Unless required to fulfill the duties and responsibilities of this position, or requested otherwise by the Superintendent or Board, the Employee will not be required to work during legal school holidays recognized by the Board.

11. **SCHOOL TERM BREAKS.** Unless required to fulfill the duties and responsibilities of this position, or requested otherwise by the Superintendent or Board; the Employee will not be required to work during school term breaks recognized by the Board.

12. **VACATION.** The Director shall be entitled to twenty (20) days of vacation leave annually without loss of pay. Vacation days shall only be taken subject to approval of the Superintendent, shall not interfere with the orderly function of the School District, and shall be subject to use provisions contained in the School District's policies, rules and regulations with respect thereto. Vacation shall be taken within twelve (12) months of the year in which it is earned and shall not be cumulative.

13. **SICK LEAVE.** The Director shall be entitled to the same number of sick leave days annually as other non-certified (non-licensed) employees of the District, and earned sick leave shall be cumulative pursuant to Board policy, the same as for other non-certified employees of the District.

14. **PERSONAL LEAVE.** The Director shall be entitled to the same number of personal leave days annually as other non-certified (non-licensed) employees of the District. Personal leave usage and accumulation, if any, shall be governed by the Board's rules, regulations, and policy.

15. **MEDICAL INSURANCE.** The Board shall pay such health insurance premiums for the Director as provided to the other non-certified (non-licensed) employees on the same terms and conditions as established in the collective bargaining agreement between the District and its employees, including but not limited to the same amount of employer-paid premium support through the Board's group insurance carrier.

16. **BEREAVMENT LEAVE.** The Board shall allow three (3) days of bereavement leave per occurrence after a death in the immediate family. The immediate family, for purposes of this section, shall include: parents, spouse, brothers, sisters, children, grandparents, grandchildren, parent-in-law, brothers-in-law, sisters-in-law, and legal guardians.

17. **MEDICAL INSURANCE.** The Board shall pay such health insurance premiums for the Director as provided to the other non-licensed employees on the same terms and conditions as established in the collective bargaining agreement between the District and its non-licensed staff, including but not limited to the same amount of employer-paid premium support through the Board's group insurance carrier.

18. **LIFE INSURANCE.** The Board shall provide and pay the premiums for a term life insurance policy on the life of the Director in the amount of One Hundred Thousand and 00/100 Dollars (\$100,000.00). The Director shall designate the beneficiary of the policy.

19. **BOARD PROVIDED FRINGE BENEFITS.** Refer to the Non-Certified Director's Fringe Benefits document attached (hereby incorporated as Exhibit A – Non-Certified Director's Fringe Benefits of this Agreement.)

20. **MEMBERSHIP DUES.** The Board agrees to pay the cost of reasonable annual membership dues in one (1) national and one (1) state level professional organization of Director's choosing and for such other professional organizations as may be approved by the Board. The Director is encouraged to attend appropriate professional meetings at local and state levels. Within budget constraints and as approved in advance by the Superintendent, such costs of attendance may be paid by Board upon receipt of a full, itemized account of such costs.

21. **MILEAGE REIMBURSEMENT.** The Board shall pay the Internal Revenue Service rate to the Director for vouchered reimbursable mileage expenses incurred by the Director while using the Director's personal vehicle for the conduct of approved District business. Reimbursement shall be pursuant to the District's policies, rules and regulations.

22. **OTHER WORK.** With the prior approval of the Board, the Director may undertake consultative work, speaking engagements, writing, lecturing or other professional duties and obligations.

23. **NOTICE.** Any notice required under this Contract shall be in writing and shall become effective on the day of mailing thereof by First Class Mail, registered or certified mail, postage prepaid, addressed:

To the Board:

President, Board of Education,
Mahomet-Seymour CUSD No. 3
1301 S. Bulldog Drive, P.O. Box 229
Mahomet, IL 61853

To the Director:

Jessica Bryson
1301 S. Bulldog Drive
Mahomet, IL 61853

24. **CONTENT OF AGREEMENT.** This Contract contains all the terms agreed upon by the parties with respect to the subject matter of this Contract and supersedes all prior agreements, arrangements and communications between the parties concerning such subject matter whether oral or written.

25. **AGREEMENT GOVERNED BY ILLINOIS LAW.** This Contract is executed in Illinois, and shall be governed in accordance with the laws of the State of Illinois in every respect.

26. **RELEVANT LAW.** This Contract is authorized under the provisions of 105 ILCS 5/10-23.8a.

27. **SURVIVAL OF CONTRACT.** This Contract shall be binding upon the parties hereto, their successors and assigns.

28. **SAVINGS CLAUSE.** If any portion of this Contract is deemed to be illegal or unenforceable, the remainder thereof shall remain in full force and effect.

IN WITNESS WHEREOF, the parties hereto have caused this Contract to be executed in their respective names; and in the case of the Board, by its President and Secretary, on the day and year first written above.

Date

The Director of Communications

**MAHOMET-SEYMOUR COMMUNITY
UNIT SCHOOL DISTRICT NO. 3**

Date

By: _____
President, Board of Education

ATTEST:

Date

Secretary, Board of Education

Exhibit A

Non-Certified Director's Fringe Benefits

| | |
|-------------------------|---|
| Vacation Leave | <ol style="list-style-type: none">1. On the first day of the contract year, July 1, non-certified directors will receive twenty (20) Vacation Leave days.2. On September 1 following the end of each contract year, any unused Vacation Leave will be credited to earned sick leave on the first payroll in September.3. Scheduling of Vacation Leave shall be subject to the approval of the Superintendent, shall not interfere with the orderly function of the School District, and shall be subject to the use provisions contained in the School District's policies, rules and regulations with respect thereto.4. Vacation Leave days will be prorated for contracts less than one year in length. |
| Personal Leave | <ol style="list-style-type: none">1. On the first day of the contract year, July 1, Employees will receive two (2) Personal Leave days. One (1) of these Personal Leave days may be carried over to the following contract year with the maximum number of available during any single contract year limited to three (3) days.2. At the completion of 10 years of service, administrators will receive three (3) Personal Leave days. At the completion of 15 years of service, administrators will receive four (4) Personal Leave days.3. Scheduling of Personal Leave shall be subject to the approval of the Superintendent, shall not interfere with the orderly function of the School District, and shall be subject to the use provisions contained in the School District's policies, rules and regulations with respect thereto.4. On September 1 following the end of each contract year, any unused personal leave not carried forward to the following year, may be converted to Sick Leave, if IMRF permits the same without an employer penalty. If IMRF imposes an employer penalty, such days shall be considered to have been forfeited on September 1 following the end of each contract year.5. Personal Leave days will be prorated for contracts less than one year in length. |
| Sick Leave | <ol style="list-style-type: none">1. On the first day of the contract year, July, 1, Employees will receive seventeen (17) days of Sick Leave. At no time may the number of Sick Leave days granted exceed those granted to 12-month non-certified employees under the MSEA collective bargaining agreement.2. Sick Leave may accumulate without limit and shall be subject to the use provisions contained in the School District's policies, rules and regulations with respect thereto.3. Sick Leave days will be prorated for contracts less than one year in length. |
| Health Insurance | <ol style="list-style-type: none">1. The Board shall pay such health insurance premiums for the employee as provided to the other licensed employees on the same terms and conditions as established in the collective bargaining agreement between the District and its licensed staff, including but not limited to the same amount of employer-paid premiums through the Board's group insurance carrier. |
| Life Insurance | <ol style="list-style-type: none">1. Provided the employee meets the ordinary qualification requirements of the Board's insurer, the District will provide the employee with \$100,000 of term life insurance on the life of the employee only. This coverage shall be of the Board's choosing and will allow the employee to designate the beneficiaries of the policy. |

(End of Exhibit A – Non-Certified Director's Fringe Benefits)