

# COMMUNICATIONS AND OUTREACH DEPARTMENT MONTHLY REPORT

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APRIL 2026



**VILLAGE OF SCHAUMBURG**

PROGRESS THROUGH THOUGHTFUL PLANNING



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## ORGANIZATION CHART



## DEPARTMENT OVERVIEW

The Communications and Outreach Department is responsible for enhancing, developing, and promoting the Schaumburg brand across multiple platforms; accomplished through web programming, multimedia development, public relations, media outreach, social media management, graphic design, and print production.

The purpose of the department is to effectively share information about Schaumburg's programs, projects, services and events with residents, businesses, visitors, community organizations and other stakeholders to promote an understanding of the village's goals and operations. In addition, the Communications and Outreach Department provides expertise and production resources to assist all village departments, including the Mayor's Office and Village Trustees, in achieving their communication goals.

The department serves as a main point of contact for media inquiries. In an emergency, the Communications and Outreach Department works closely with public safety information officers to disseminate and coordinate vital information to ensure public safety.

Additionally, the department assists with the coordination and implementation of marketing and outreach initiatives aimed at fostering civic pride, promoting positive experiences in the village, and increasing community engagement.



## KEY ACTIVITIES

### Marketing & Branding

The Communications and Outreach Department regularly works with departments to create and update various materials that feature the village's brand. Deliverables completed this month include:

- Schaumburg Barn Senior Center Spring Fling Flyer – Updated
- Schaumburg Barn Senior Center Flag Day Flyer – Updated
- Hazardous Waste Facility Information Flyer – Designed
- Community Development Permits Division Spotlight Infographic – Designed
- Residential Rehabilitation Program Flyer – Updated
- Handyworker Program Flyer – Updated
- 2026 Volunteer of the Year Award Luncheon Program – Updated

In partnership with the Economic Development Department and Red Caffeine Agency, the Communications & Outreach Department officially launched the Village's new lifestyle campaign, "Your Village. Your Vibe. Your Schaumburg." in April. The campaign is designed to celebrate the energy, identity, and everyday experiences that make Schaumburg a unique place to live, work, and visit. Initial rollout efforts included website integration, social media storytelling, community-focused messaging, and coordination with regional and local partners to help strengthen community pride and support long-term economic development and placemaking initiatives. [Schaumburg.com/vibe](https://Schaumburg.com/vibe).

### Outreach

Communications staff coordinated an outreach presentation through the Village of Schaumburg Speakers Series titled "Economic Development and TIF Updates," presented by the Village's Economic Development Director at the Schaumburg Township District Library in April. Approximately 20 attendees, primarily virtual participants, learned about major development areas throughout Schaumburg, including 90 North, Woodfield Mall, and other key business districts. The presentation also provided an overview of current Tax Increment Financing (TIF) districts, ongoing redevelopment projects, and opportunities that continue to support business investment and economic growth throughout the village.

### Videos

Nine total video reels were posted to social media outlets and YouTube in April. Several social media reels were highlighting the 70<sup>th</sup> Anniversary "What I Love About Schaumburg" campaign. Other videos consisted of the Artist of the Month series, the return of the swans to the municipal pond, Spring brush collection program, EPW Open House Promo, the Arbor Day celebration and highlighting fun places to visit around the village this spring. Reels are distributed on Instagram, Facebook and X (aka Twitter). Staff are continuing to produce Reels to distribute information to stay relevant and innovative while increasing engagement and reach.



## Other

Staff attended the Volunteer of the Year Award luncheon to take photos of nominees and winners to help document the event for the public.

Staff participated in presentations for Take Your Child to Work Day on April 23 to help welcome children to the Village of Schaumburg.

Staff attended Arbor Day on April 25 at Enders-Salk Elementary School to help highlight the benefits of trees to students, in conjunction with the Engineering and Public Works Department.

The summer edition of the Cracker Barrel was completed at the end of April and sent to the printer for a distribution of mid-May to the public.

## MONTHLY PERFORMANCE

### Website

The village's website [www.schaumburg.com](http://www.schaumburg.com) is an important tool used by the public to seek news and information about available programs and services, as well as information about news and events happening in Schaumburg.

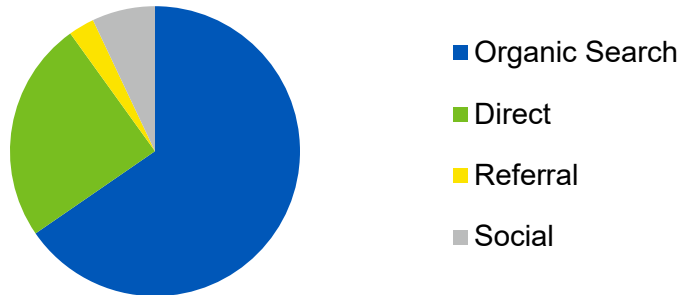
- Total unique visitors: 49,477
- Total page views: 145,679
- Most popular pages visited:
  - Home page
  - Search
  - I Want to Pay
  - Human Resources
  - Public Works – Events
  - Overnight parking request
  - WebPay
  - Permit Services
  - Screen Test Student Fest
  - Youth Jazz Orchestra Summer Intensive

### AI Chatbot

The AI Chatbot, *Serena Says*, went live in October 2025. Click [here](#) to view the live dashboard.

- Total residents engaged: 489
- Total Communications: 695
- Most Popular Topic:
  - Utilities & Billing
  - Public Works
  - Permits & Licensing
  - Recycling & Waste
  - Contact Info Request
  - Community Programs & Services

## How Visitors Get to Schaumburg.com



**Organic Search** = visitors coming from a search engine such as Google

**Direct** = people entering [www.schaumburg.com](http://www.schaumburg.com) into their browser

**Referral** = visitors who click on a link from another website and then land on our site

**Social** = visits generated from social media pages such as Facebook, Instagram, and X

Staff continued scheduling training for administrators who manage the village website. Our web specialist continuously monitored site rankings on Google and Siteimprove, making updates as needed. Staff collaborated with IT to prepare for the launch of the village's AI chatbot, *Serena Says*, and researched opportunities to enhance the village website.

## Press Releases

- Schaumburg Coffee with the Council April 11
- Schaumburg to Host Two Environmental Recycling Events in April
- Village of Schaumburg Proposes Fiscal Year 2026-27 Balanced Budget
- Schaumburg Launches 'Your Village. Your Vibe.' Lifestyle Campaign

## Weekly Progress Report E-Newsletter

- Total E-Newsletters this month: 4
  - Total Subscribers: 6,552
  - Gained Subscribers: 23
  - Average Open Rate: 58% \*(national average for government is 43%)
- \*Source: Constant Contact



## SOCIAL MEDIA

The village maintains several social media platforms in which staff interacts with users, answers questions and concerns, and shares information about positive news and events.

Staff are responsible for maintaining the following platforms which are used frequently to convey information:

- Facebook
- X
- Instagram
- Nextdoor

In total this month, across all the village's social media pages, the village **posted 185 times** on social media to **interact with 67,017 followers**.

**Impressions** = the number of times a post/content is displayed, no matter if it was clicked or not

**Interactions** = the number of likes or reactions, saves, comments, shares and replies on content

**Reach** = the total number of people who see a post/content

**Views** = the number of times your content was played or displayed. Content includes reels, posts, stories and ads

## Everything Schaumburg

Staff regularly monitors "Everything Schaumburg," a Facebook Group moderated by The Daily Herald, to identify concerns and/or misinformation that can be addressed officially by the village. In the past month, the village responded to two posts related to police incidents in Schaumburg, including the response to Algonquin Road and Parkside Drive for a body found in a pond and police presence on National Parkway due to a gas leak.



## Facebook

**Posts:** 77  
**Interactions:** 6,199

**Follows:** 628  
**Viewers:** 389K

### Top organic post for April:

**Village of Schaumburg, Illinois Government's Post**

 **Village of Schaumburg, Illinois Government** • Published by Agorapulse • April 3

At approximately 2 p.m. on Friday, April 3, the Schaumburg Police Department was notified by workers who were cleaning the pond at Algonquin Road and Parkside Drive that an object which resembled a human body was observed floating in the water. Schaumburg Police and Fire units located and recovered the body of an unidentified deceased adult male floating in the pond. Detectives are currently conducting a death investigation and have notified the Cook County Medical Examiner's Office. There is no further description available at this time, other than a male/unknown race, possibly middle-aged, wearing a dark colored hooded coat.



**A MESSAGE FROM THE SCHAUMBURG  
POLICE DEPARTMENT**



X

Posts: 43

New Followers: 20

Impressions: 24,382

Top post for April:





## Instagram

**Posts:** 61  
**Viewers:** 6.6K

**Follows:** 122  
**Interactions:** 1.3K

### Top post for April:

#### Feed preview

**Village of Schaumburg, Illinois Govern...** Published by Instagram · April 9 at 8:30 AM · Look At Me Like That (Instrumental) · Julia Gartha

Your favorite swan couple is back! The village welcomed home Serena and Louis, called Mated Mute Swans, to municipal center pond and grounds. 😊

When you visit, please remember to not feed the swans. Fishing is also prohibited while they are on the premises. With construction taking place at Village Hall, visitors should enter the grounds at Prairie Center Drive from Schaumburg Road.

Learn more about the swans and view them 24/7 from the village's Swan Cam at [schaumburg.com/swans](https://schaumburg.com/swans) or at the link in our bio.

## Nextdoor

**Posts:** 4

**New Neighbors:** 145

**Verified Neighbors:** 19,319 in 56 neighborhoods

**Impressions:** 7,018

**Reach:** 67%

### Top post for April:



**Village of Schaumburg** Web & Multimedia Communications Specialist Angelika Fejko... - 27 Apr

**Public Safety Update – Gas Line Incident**

This morning at approximately 11:30 a.m., a construction crew working in the parking lot at 935 National Parkway struck a gas line while digging.

The Schaumburg Fire Department responded along with Nicor Gas and are actively monitoring the situation with no injuries reported.

Due to gas fumes and current wind conditions, the following nearby businesses have been evacuated as a precaution:

Duly – 836 N. Meacham Rd  
Panera Bread – 830 N. Meacham Rd  
Fat Rosie's Taco & Tequila Bar – 870 N. Meacham Rd

There are no road closures, however access to some parking lots is restricted while repairs are underway.

Please avoid the area while crews work to safely resolve the situation.

We anticipate the incident will be cleared by approximately 3 p.m. Updates will be provided if conditions change.

**POLICE SCHAUMBURG COMMUNITY ALERT**

Posted to Subscribers of Village of Schaumburg

2 likes · 1 comment · 3,173 Impressions

\*\*Total of unique post views, unique opens of post email notifications, and link clicks from emails