

# Regional School Unit No. 5

17 West Street, Freeport, Maine 04032

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Durham

Freeport

Pownal

## Communications Subcommittee Report

Date: April 8, 2010

Committee: Communications

Chair: Betsy Peters

Meeting Dates: April 8, 2010

Members Present: Betsy Peters, Kristen Dorsey, and Shannon Welsh

With guest Liza Moore

Agenda Items and Discussion:

### Website Review:

Committee members decided to add Health Services to the “Departments” heading on the RSU Website. This page will describe the district’s health services and provide links to the school websites. The school websites will have a health page and will include a link to a common site for forms. The goal is to help parents more easily access the information.

Staff training to ensure effective use of communication tools was also discussed. The recommendation was to offer voluntary training in August for use of tools such as e-mail, Google docs, etc. This would be video taped and posted on websites for teacher access. A follow-up voluntary training could be provided in September for people who want additional support.

Communication expectations within each building were discussed. Administration will set expectations for classroom/team communications. A suggestion was to assign student responsibilities for taking pictures, summarizing the learning in a written document, and attaining quotes from other students. The goal is to inform parents about the learning and activities taking place within their child’s classes.

### High School Students Campaign:

High School staff, the PTSO parent representative, and communication committee members met to discuss this campaign. They initially brainstormed what is unique about Freeport High School. The “whole child” approach is an element of great pride to the high school. Discussion focused on how to get the word out to parents, the larger community, and to resident students attending other high schools. Students will develop one minute video highlights of the school. Discussion also centered on effective communication from the high school through e-mail and the website. A follow-up meeting was scheduled for May 5<sup>th</sup>. Betsy will invite Kristen Stetson to attend the meeting. The concept is to have her help us create the framework for the school’s website and use that as a pilot for the other school websites.

### Budget FY11:

The committee reviewed the communication strategies used to inform the community about last year’s Annual Budget Meeting and Budget Validation Referendum. The committee decided to follow a

similar plan for the FY11 Budget. This will include the use of mailings; robo calls; signs/posters; advertisements; and e-mail distribution.

**Strategic Plan Communications:**

This Strategic Planning Committee had made the decision to delay the Board vote on the finalized performance and financial indicators. It had been scheduled for April 28<sup>th</sup> but will be moved to the May 12<sup>th</sup> meeting. The Communications Committee will consider communication about the plan at our next meeting on May 6<sup>th</sup>.

Next Meeting: Thursday, May 6, 2010 at 7:30 a.m. @ Central Office

Press release recommended? Not at this time

Submitted by: Shannon L. Welsh