

# Regional School Unit No. 5

17 West Street, Freeport, Maine 04032

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Durham

Freeport

Pownal

## Communications Subcommittee Report

Date: June 3, 2010

Committee: Communications

Chair: Betsy Peters

Meeting Dates: May 20, 2010 and June 3, 2010

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

With guests Liza Moore, Laura Girr, Bob Strong, and Jeff Brazee

Agenda Items and Discussion:

### Website Review:

The next step in our website development is to create a template for building level websites. A representative group of technology staff members and administrators will meet to respond to a draft template design with the following elements:

Horizontal headings: Home; About Us; Staff Directory; Curriculum;  
Student Activities; Student Services; and RSU5

Vertical left hand headings for all schools: School Calendar; PTO/volunteers;  
Donate; Contact Preferences

Vertical left hand headings optional: PowerSchool; Library; Guidance; etc.

The bottom of the site will mirror the headings at the top and "breadcrumbs" will be used to help people navigate the site.

The representative group will consider who will have the responsibility for webmaster/information management of the site; protocols and guidelines for posting information from an editorial and publication perspective; identify the purpose of the homepage; and determine graphic design needs, if any. Shannon and Jeff will identify a date for the meeting and send out an agenda. It will be important to have this discussion before the end of the school year.

### Budget FY11 Communications:

The committee again reviewed the communication strategies used to inform the community about last year's Annual Budget Meeting and Budget Validation Referendum. They were informed that the flyer had been mailed to all households in the RSU, advertisements were placed, e-mails and robo calls were conducted for the Annual Budget Meeting and will be for the referendum vote.

Next Meeting: August/September 2010

Press release recommended? Not at this time

Submitted by: Shannon L. Welsh