

# Regional School Unit No. 5

17 West Street, Freeport, Maine 04032

---

Durham

Freeport

Pownal

## Communications Subcommittee Report

Date: December 2, 2010

Committee: Communications

Chair: Jane Blais

Meeting Dates: December 2, 2010

Members Present: Jane Blais, John Green, Greg Wilson and Shannon Welsh

Agenda Items and Discussion:

### **Update on Communications with Parent Groups and Municipal Officials:**

Committee members have communicated with these groups in a variety of formal and informal methods. They will continue to touch base informally during the year, as needed. Municipal officials are already on the Board agenda distribution list and it was suggested that we also include the parent group officers.

### **Strategic Framework Report Out Planning:**

The date for the Strategic Framework Community Forum has been scheduled for Tuesday, March 29, 2011 at 6:30 pm in the Freeport Performing Arts Center. The Communications committee will consider the most effective methods of reaching all members of the RSU to invite them to this Forum. This will be added as an agenda item for our next meeting.

### **Budget Communication:**

Members recognize the importance of informing all community members about our spring budget meetings. Discussion centered on the most effective methods including:

- Posters in area businesses
- Cable TV announcements
- School newsletters
- Delivering on the Mission messages
- Advertisements
- State of the Schools Report distributed this spring
- Limited use of the Phone Messenger Service

We are in the early planning stages of this communication plan and will give this further consideration as we move through the budget process.

### **Other:**

It was suggested that we consider using an electronic survey at the end of the school year. The goal will be to hear from parents and community members about the most effective communication efforts. Examples will include questions focused on where people get information about the schools and what suggestions they might have for improvement. This will be considered further near the end of the school year.

Next Meeting: January 20, 2011

Press release recommended? Not at this time

Submitted by: Shannon L. Welsh