



Regional School Unit 5
Durham · Freeport · Pownal

“To inspire and support every learner by challenging minds, building character, sparking creativity, and nurturing passions.”

Becky Foley, Ph.D., Superintendent of Schools

Cynthia Alexander, Assistant Superintendent of Schools

Rick Kusturin, Director of Finance & Human Resources

Bonnie Violette, Ph.D., Director of Instructional Support

Strategic Communications Committee Report

Date: October 26, 2021

Committee: Strategic Communications

In attendance: Candy deCsipkes, Maddy Vertenten and Becky Foley

Absent: Valy Steverlynck

Guests: Ginny McManus

Meeting Date: October 22, 2021

1. Meeting Dates for the year - Meetings will start at 8:30 a.m. and will be held in the conference room at Central Office.
 - a. Friday, October 22, 2021 - 8:30 - 10:00 a.m.
 - b. Friday, January 14, 2022 - 8:30 - 10:00 a.m.
 - c. Friday, April 8, 2022 - 8:30 - 10:00 a.m.
2. Elect a Chair for 21-22 SY
 - a. A motion was made to elect Candy as Chair, unanimously approved.
3. Budget Brochure
 - a. The committee discussed the print quality of the budget brochure. Ginny explained the brochure is printed on a newspaper press, not a high quality glossy magazine press. We will keep away from using colors in the brochure that seem to cause some issues. The committee decided to stay with the printer we currently use. This is a very economical way to print and mail the brochure to all households in the RSU.
 - b. The committee would like to see the page numbers stand out more. In addition, if any hot topic issues arise, Becky will include additional information in the brochure.
4. Satisfaction Survey
 - a. 21-22 Parent Satisfaction Survey in February 2022.
The parent survey will be sent out in February 2022. This will be the second time the survey will be distributed. It was not distributed last year due to the pandemic.
 - b. 22-22 Staff Satisfaction Survey in February 2023.
The staff survey will be distributed in 2023.
5. Student Exit Survey Data - 10/1/20 through 9/30/21
 - a. The data collected from parents this past year was distributed to committee members along with the blank tally sheet. Members will code the information and bring their results to the January 14, 2022 meeting. Last spring the committee requested additional information be collected. Ginny explained the new spreadsheet that was created. Going forward the grade level of students leaving will also be captured.