



**Regional School Unit 5**  
Durham · Freeport · Pownal

Item # 11.C.

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

Becky Foley, Ph.D., Superintendent of Schools  
Ann Cromer, Director of Finance & Human Resources

Cynthia Alexander, Assistant Superintendent of Schools  
Bonnie Violette, Ph.D., Director of Instructional Support

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**Strategic Communications Committee Report**

**Date:** May 15, 2020

**Committee:** Strategic Communications

**Chair:** Candy deCsipkes

**In attendance:** Candy deCsipkes, Valy Steverlynck, Susana Hancock, Lindsey Furtney

**Absent:** None

**Meeting Date:** May 15, 2020

The Committee worked on the flyer that will be sent to every household to give them information about the most recent reductions to the revised adopted budget from the May 13th Board meeting.

The Committee then brainstormed the different ways to communicate about the budget reduction which included the following:

- News articles -- Portland Press Herald and Times Record (possibly ask about putting something in The Forecaster)
- Mailing the budget flyer
- Sending the flyer to the 3 towns; asking them to get it to Town Council, Selectmen
- Place flyers at town offices and at a key location(s) in each town
- Asking principals to put something in their newsletters/communications
- Letter to the Editor -- Portland Press Herald: sent May 18
- Newsletter for staff and family
- Post on social media -- Facebook -- All Things Durham, Pownal, Freeport
- Ask board members to send something on their social media sites
- Post on the RSU5 website.
- Include something about the May 27th Q&A where the timing of the communication works.

Committee discussed the letter to the editor. Becky will draft tomorrow, place in a google document for all committee members to provide feedback.

Another meeting will be needed to discuss the Satisfaction Survey.