



Strategic Communications Subcommittee Report

Committee: Strategic Communications

Meeting date: June 9, 2017

Chair: Candy deCsipkes

Committee Members in attendance: Kate Brown, Candy deCsipkes, Valy Steverlynck, Lindsay Sterling, Becky Foley

Began discussion about creating a brochure to market the RSU. Brochures from other districts were reviewed and members discussed the pros/cons of each format. The committee decided on a tri-fold brochure that would focus on multiple categories. Following committee members will create a draft page to bring to the September meeting to review and revise:

Page 1: Our Schools: Description of each of the 6 schools – Kate Brown

Page 2: Front Page: Candy deCsipkes

Page 3: Celebrations/Awards: Lindsay Sterling

Page 4: Offerings/Curriculum: Becky Foley

Page 5: Atmosphere: Quotes from teachers, parents, students – Valy Steverlynck

Next agenda:

- Review budget brochure
- Review draft of RSU 5 brochure on marketing the District