



## Strategic Communications Subcommittee Report

Committee: Strategic Communications

Meeting date: March 10, 2017

Chair: Candy deCsipkes

Committee Members in attendance: Valy Steverlynck, Lindsay Sterling, Becky Foley

Guests: Naomi Ledbetter

### **Agenda Items and Discussion:**

Reviewed the strategic objective of creating pride, unity, engagement, excitement and a sense of belonging in RSU5.

### Strategies Completed:

- Identify future areas for growth to create uniqueness in the District,
- Explore issues of renaming of high school,
- Gathering input from stakeholders,
- Create plan from information obtained from stakeholders,

### In Progress:

- Identify/define areas of strengths for RSU5
- Marketing RSU5 (all completed except for the brochure)
- Identify & expand opportunities for students from three communities to learn together
- Create a position on the Board for a student rep
- Migration of student population

### Future Work in 2017-2018:

- Five Year Strategic Plan

### Next agenda:

- Review draft of executive summary of unity and pride survey

Submitted by: Becky Foley