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Strategic Communications Subcommittee Report

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Committee**:** Strategic Communications
Meeting date: January 13, 2017
Chair: Candy deCsipkes
Committee Members in attendance: Candy deCsipkes, Becky Foley, Valy Steverlynck, Kate Brown
Lindsay Sterling (via telephone)
Guests: Naomi Ledbetter

Agenda Items and Discussion:
1. Committee discussed following ways to communicate since the loss of the Tri-Town Weekly:
    a. Lisbon Ledger – goes to Durham mailboxes
    b. Forecaster
    c. Town News Blasts
    d. Local News Stations
    e. Possibility of live streaming for Board meetings – Seth Thompson, Technology Director, will research this and get back to us.
2. Committee discussed the comments from the UPP Survey, and discussed the following areas of concern raised by respondents to the survey:
    a. Scheduling of extra-curricular events at the same time, and then penalizing athletes by not allowing them to participate due to missing a practice.
    b. Nutrition program
        i. Concern about trends in participation.
        ii. Wonderings if we increase our food costs whether this would impact participation.
    c. Guidance Program
        i. Can we do more to assist students?
        ii. Can we do more to assist students in being ready for college?
        iii. Request that the Guidance Department do a Board workshop in the spring.
    d. Sports
        i. Inadequate facilities
        ii. More athletic offerings are needed
        iii. Negative comments about personnel
3. Other Comments from survey:
        i. More enrichment and differentiation
        ii. Community: more mentorships/community service
        iii. More everyday living skills
        iv. Foreign Language: Could this be done through community education?
4. Communication to the public about the results from the survey:
        i. School Newsletters,
        ii. Forecaster Column
        iii. E-mail communication; link to survey results; draft a communication; on the website; board meeting
5. Exit Survey – this will go to the Board after revisions are completed in March as the January 25th agenda is full.

Submitted by: Becky Foley