



Strategic Communications Subcommittee Report

Committee: Strategic Communications

Meeting date: December 9, 2016

Chair: Candy deCsipkes

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

Guests: Naomi Ledbetter

Agenda Items and Discussion:

1. UPP Survey

The group discussed the results of the survey for questions one and two. Feel it is important to begin the discussion at the Board meeting with the following key points:

- The renaming is being discussed because when the RSU came together it was never fully explored.
- The strategic subcommittee created the survey with final approval being given by the Board.
- In packet are the results to
 - Question one: RSU5 renaming of the high school will improve unity and pride in the District.
 - Question two: RSU5 should rename the high school.
- 1229 surveys were completed: either the whole survey or parts of it.
- We were pleased with the response rate to the survey with all stakeholder groups.
- Likert scale from 1-5 with one being strongly disagree three being unsure, and five being strongly agree.
- There were three question/answer sessions. One in each of the towns: Durham, Freeport, and Pownal.
- Results to the survey and the comments from the public forums are posted on the website.

2. Draft Exit Survey

The subcommittee reviewed the revised version and provided some slight edits. This survey will be reviewed by the Board in January. Returned surveys will be aggregated annually and results shared with the Board. The superintendent will discuss with administrators the best manner to disseminate the survey to families leaving.

3. Other: The committee discussed briefly about the loss of the Tri-Town Weekly. The superintendent will contact the Forecaster to ensure that they will cover events in Durham and Pownal in addition to Freeport.

Submitted by: Becky Foley