



Strategic Communications Subcommittee Report

Committee: Strategic Communications

Meeting date: October 14, 2016

Chair: Candy deCsipkes

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

Also in attendance: Naomi Ledbetter

Agenda Items and Discussion:

1. Talked about the final revisions to the Unity & Pride Survey

It will be important to have the surveys readily accessible to everyone. Copies should be in places including the following: town halls, schools, libraries, town halls, Get-N-Go (Durham), Short Stop (Pownal), Edna & Lucy's (Pownal).

These copies could then be returned to the central office to be counted and have the results tabulated. The only required fields would be the name of the individual and the subgroup they represent.

There could be an ad placed in the Tri-Town which would include where to pick up a paper survey and/or the link where they could fill it out online.

The group decided to move the renaming question to the first question.

2. Discussed process for decision making around the exploration of the renaming of Freeport High School.

Possible process could include the following:

- Oct. 26th – presentation to the Board on the possible process to be utilized.
- Post sample of the Unity/Pride Survey.
- Board publicize workshop at 6:00 before the November 9th Board meeting. This would be for a question/answer session for the public and to receive community input about the renaming.
- Send out the link to the survey, publish survey, and distribute to key places.
- Official voting takes place Nov. 10 – Nov. 21st.
- Board examines results at December 14th meeting.
- Board discussion over the survey results.
- Strategic Communications Subcommittee recommends going with the majority vote for the renaming only if Board feels the sample size of the voters is representative of the overall population.

3. There was discussion of the marketing of the survey, so that the public is aware of the issue. Marketing includes the following:

- Tri-town article explaining (November) the Unity & Pride goal, and the reasoning of why the exploration of the renaming of the high school.
- Place an ad in the Tri-Town Weekly the week of Nov. 8th and the week after.
- School newsletters
- Announcements at school
- Town managers – request to advertise in their communications.

Submitted by: Becky Foley

RSU5 Unity and Pride Survey

The Board is seeking input from many stakeholders on how we might build unity and pride in our district. Your input is highly valued on the following survey.

* Required

Please check the one box that most closely describes you: *

- ☐ I am a parent in RSU5
- ☐ I am a citizen in RSU5
- ☐ I am a middle school student in RSU5
- ☐ I am a student at Freeport High School
- ☐ I am a staff member at Freeport High School
- ☐ I am a RSU5 staff member

First and Last Name *

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RSU5 Unity and Pride Survey

A. Renaming Freeport High School

During the renovation of Freeport High School, the Board is seeking input on whether to consider alternative names for Freeport High School. If pursued, the renaming could cost up to \$68,000 in additional money for uniform replacement, painting and signage.

Please let us know how strongly you agree or disagree with the following statements:
(Rating scale: 1=Strongly Disagree; 2=Somewhat Disagree; 3=Unsure, 4=Somewhat Agree; 5=Strongly Agree)

1. RSU5 renaming of the high school will improve unity and pride in the District.

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

2. RSU5 should rename the high school.

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

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RSU5 Unity and Pride Survey

B. Celebrations

RSU5 believes recognizing student achievement is important.

Please let us know how strongly you agree or disagree with the following statements:
(Rating scale: 1=Strongly Disagree; 2=Somewhat Disagree; 3=Unsure, 4=Somewhat Agree; 5=Strongly Agree)

1. RSU5 celebrating the achievements of RSU5 students will create pride and unity within the community.

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

2. RSU5 recognizes and celebrates the academic achievements of RSU5 students.

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

3. RSU5 recognizes and celebrates the athletic achievements of RSU5 students.

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

4. RSU5 recognizes and celebrates the performing arts achievements of RSU5 students.

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

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RSU5 Unity and Pride Survey

C. Uniqueness

RSU5 believes it is important to try and distinguish itself from other districts.

Please let us know how strongly you agree or disagree with the following statements:
(Rating scale: 1=Strongly Disagree; 2=Somewhat Disagree; 3=Unsure, 4=Somewhat Agree; 5=Strongly Agree)

1. RSU5 distinguishes itself from other districts.

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

2. RSU5 distinguishes itself from other districts through its academic programming.

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

3. RSU5 distinguishes itself from other districts through its athletics programming.

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

4. RSU5 distinguishes itself from other districts through its fine arts programming.

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

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RSU5 Unity and Pride Survey

D. Future Investments

RSU5 is interested in investing in programs that provide a world-class education for our students. Please share your thoughts on the following:

Please let us know how strongly you agree or disagree with the following statements:
(Rating scale: 1=Strongly Disagree; 2=Somewhat Disagree; 3=Unsure, 4=Somewhat Agree; 5=Strongly Agree)

1. RSU5 should continue to expand PreK until all of its students can be offered the option of PreK.

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

2. RSU5 should invest in an optional Language Immersion Program (Language Immersion Program refers to a program where students receive their primary instruction in a non-English (i.e. Spanish or French) speaking class for the majority of the day).

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

3. RSU5 should invest more resources in STEAM Programming (STEAM refers to integrated science, technology, engineering, arts, and math).

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

4. RSU5 should invest more resources to expand the fine arts program.

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

5. RSU5 should offer more dual-enrollment classes at the high school (classes where students receive both high school and college credit).

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

6. RSU5 should offer more Advanced Placement programs.

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

7. RSU5 should move towards more experiential learning (experiential learning is any learning that supports students in applying their knowledge and conceptual understanding to real-world problems or situations where the instructor directs and facilitates learning. This could include activities such as case and problem-based studies, guided inquiry, simulations, experiments, or art projects).

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

8. RSU5 should provide students with more internship/mentoring programs (an intentional process in which students are matched with mentors to complete specific responsibilities which may include exploration of a specific career, a nurturing process which fosters the growth and development of the student, or a supportive process in which the student learns new ideas and skills).

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree**Other Programming Ideas:****« Back****Continue »**

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RSU5 Unity and Pride Survey

E. School Calendar

RSU5 is interested in investing in programs that provide a world-class education for our students. Please share your thoughts on the following:

Please let us know how strongly you agree or disagree with the following statements:
(Rating scale: 1=Strongly Disagree; 2=Somewhat Disagree; 3=Unsure, 4=Somewhat Agree; 5=Strongly Agree)

1. In order to allow for more professional development time for staff, I would support early release days in the calendar.

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

2. In order to allow for more professional development time for staff, I would support late start days in the calendar.

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

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RSU5 Unity and Pride Survey

F. Final Comments

Please share any final comments you may have.

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