



Strategic Communications Subcommittee Report

Committee: Strategic Communications

Meeting date: September 23, 2016

Chair: Candy deCsipkes

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

Also in attendance: Naomi Ledbetter

Agenda Items and Discussion:

Work on surveys for Unity and Pride Project

The updated Communication Suggestions version was shared and finalized. Minor revisions were made. This will be distributed to the administrative team next week, with Becky highlighting the ones she feels is most critical.

Satisfaction Survey: This was reviewed by the B Team in September, and is now ready to be formatted. The committee decided that it would be given some time in the spring

Exit Survey: Feedback was gathered from the B Team meeting in September. Administrators believe that it needs to be rewritten with a more neutral tone, so that feedback is solicited whether it is positive or negative from parents. Becky will present a rewritten draft at the next Strategic Communications' Meeting.

Unity & Pride Survey: The committee revised the Unity & Pride Survey. The draft will be presented to the Board on September 28th for feedback.

Cost Estimates for Renaming: Becky shared some preliminary data on costs that would be incurred if the high school were renamed. Becky solicited feedback from the Board members on how much detail and materials are needed when presenting to the Board on this subject.

Next meeting will focus on finalizing the Unity & Pride Survey and outlining a process to be utilized for decision making around whether to rename the high school or not.

Meeting dates for the 2016-2017 school year

Friday, October 14, 2016 - 8:45-10:30 a.m.

Friday, December 9, 2016 - 8:45-10:30 a.m.

Friday, January 13, 2017 - 8:45-10:30 a.m.

Friday, February 10, 2017 - 8:45-10:30 a.m.

Friday, March 10, 2017 - 8:45-10:30 a.m.

Friday, April 28, 2017 - 8:45-10:30 a.m.

Friday, May 26, 2017 - 8:45-10:30 a.m.

Meeting finished 11:40 a.m.

Submitted by: Becky Foley