



## **Strategic Communications Subcommittee Report**

Committee: Strategic Communications

Chair: Candice deCsipkes

In attendance: Kathryn Brown, Candy deCsipkes, Becky Foley, Lindsay Sterling, Valy Steverlynck

Meeting Date: July 20, 2016

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

#### **Exit Survey:**

Feedback will be given at a B Team meeting. The feedback will then be shared at a future Strategic Communications Committee Meeting.

#### **Satisfaction Survey:**

Looked at and revised a few of the statements on the satisfaction survey. This will be reviewed by the B Team.

#### **Communication Plan:**

The plan is to communicate more in order to highlight the positive happenings in the district. Try to have the different media at the events so that there is positive publicity.

Tri-Town Newspaper: this has been a positive communication. The superintendent will work to ensure there is an article once a month about some aspect of the District.

Becky will connect with Seth to explore options of how we can broadcast meetings live. Meet with Seth, Rick Simard, and Lindsay.

The District will work to keep the website updated.

#### **Unity & Pride Project:**

There was a discussion of the need to promote pride and unity in the RSU. At a future meeting, there will be a brainstorming of ideas of how this could be best achieved. A survey might also be utilized to gain ideas.

Another discussion focused on the next steps of whether to continue with a process on whether to seek input about whether the high school should be renamed or not. Differing opinions were present on this topic. It was unclear about what the directive was from the Board at its last meeting. Becky and Candy will review the taping from the last Board meeting to determine whether a draft process should be presented at the Board retreat for the Board to discuss or whether we should have more discussion before drafting a process.