



TO: Kate Brown, Candace deCcsipkes, Lindsay Sterling, Valy Steverlynck
CC: Edward R. McDonough, Superintendent
FROM: Michael L. Lafortune, Curriculum Director
DATE: May 9, 2016
RE: Strategic Communications Sub-Committee Meeting

The Strategic Communications Sub-Committee is scheduled to meet on Thursday, May 12, 2016 from 8:30 – 9:30 a.m. at the RSU Central Office.

Agenda:

1. Branding - Discuss aspects of branding RSU5.

Targeting groups of stakeholders
Gathering Input
How to begin this process
Discuss process
What should branding include

Information from Nancy Drolet
2. The exit interview - Start developing a draft
3. Communication Plan (Moved to next meeting)