



## Strategic Communication Committee Meetings

Meeting Dates: May 12, 2016 and May 26, 2016

Committee: Strategic Communications

Chair: Candy deCsipkes

### May 12, 2016 Meeting

Present: Kate Brown, Candy deCsipkes, Lindsay Sterling, Valy Steverlynk and Mike Lafortune

At this meeting the group discussed/brainstormed about an exit survey and a "branding/marketing" plan. They talked briefly about a general satisfaction survey.

#### "Branding/Marketing":

A suggested name for this effort could be "Unity and Pride Project" (UPP). A possible goal for the effort might be: to create pride, unity, engagement, excitement and a sense of belonging in our school district. Possible strategy might be: to have students, staff, parents, and community members explore the district's identity; including who we are, what we're great at, what we're known for and what we'd like to be known for. The process could include having a staff member assigned the task of overseeing this effort; having students explore the history of the towns in the district and visit schools; having each school explore their identity; holding community meetings; and looking at logos, names, etc. -- visual identity. The group visited the renaming of the high school. THIS IS ALL VERY PRELIMINARY AND STILL UNDER DISCUSSION.

Much of this meeting was a visit from Nancy Drolet to talk with the group about her efforts in this area.

#### Exit survey:

Below are the results of the second draft for the exit survey. Discussion at this meeting moved us forward toward developing what's below at the next meeting.

### May 26, 2016 Meeting

Present: Kate Brown, Candy deCsipkes, Lindsay Sterling, Valy Steverlynk and Mike Lafortune

The focus of this meeting was reviewing a draft of the exit survey and continued discussion about this document. The categories in the survey would be:

- Moving
- Draw from other schools

- Parent's concerns not addressed
- Student's academic needs not met
- Student's GT and/or Special Ed needs not met
- Concerns about academic subjects
- Concerns about extracurricular activities
- Concerns about athletics
- Student's social/emotional needs not met
- Concerns about discipline/behavior issues
- Safety concerns
- Ineffective communication from teachers and/or administrators
- Few opportunities for parent participation

There are further check-offs under some of the categories. There would be a section for open-ended comments about reasons for leaving and suggestions for improvement. The survey would be anonymous and handled through the Central Office.