



Strategic Communications Sub-Committee Report

Meeting Date: April 28, 2016

Committee: Strategic Communications

Chair: Candy deCsipkes

In attendance: Kate Brown, Valy Steverlynck, Lindsay Sterling, Candy deCsipkes, Michael Lafortune

Agenda Items and Discussion

1. Exit Survey Development

Discussion around how best to complete an exit survey. Group decided that they will construct a questionnaire and have it come from the central office. It would be anonymous. The Central Office would maintain the data with the ability to look at trends.

Candy shared examples from the Center for Marketing Schools and the Adler School Survey. She also spoke with MSMA and received further suggestions for places to look for examples.

Survey should include the following:

1. Two sections for check-off choices:
 - Basic information about the school they're leaving
 - Reasons for leaving
2. Two open-ended sections:
 - why they are leaving
 - suggestions for improvement

Possibly have a section for additional comments

How will we use the survey information?

Committee will review Candy's sites and come to next meeting with ideas and components they like.

Also, some discussion around an overall satisfaction survey. Committee felt this would be a useful tool to help the Board develop plans for improvement. Maybe Board will ask new superintendent for leadership to include this survey in an entry plan if the Board feels it would be appropriate and useful.

2. Branding

A lot of discussion around branding and RSU5. What are we trying to do through this branding. Discussion around elements such as logo, name, colors, mascot, etc. Should involve all stakeholders. Make sure we include all three communities in the branding work. Need to reach out.

Should we get outside expertise in this branding work?

Discussed Nancy Drolet's work on transitioning and branding. Decided to ask her to attend our next meeting on May 12th. There may be a need to reach further down to younger students with a branding effort.

3. Communication Plan for 2016-2017

Talked about developing a clear communication plan for the 2016-2017 school year. This plan should be completed for Board review in August.

Next meeting May 12th, 8:45 at Central Office
Agenda to be determined.