

Strategic Communications Sub-Committee Report

Date: March 10, 2016

Committee: Strategic Communications

Chair: Candace deCsipkes

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

Agenda Items and Discussion

District Website Review

Seth Thompson was not able to attend this meeting due to illness. However, he gave Mike several sites for the committee to review. The committee provided feedback. Lindsay informed the committee about the website review committee's work.

"Branding" RSU5

Discussion around the idea of "branding" for the RSU -- exploring RSU5 identity/image. Committee members would like to ask the Board to explore and evaluate our current branding: logos, mascots, colors, and district identity and image. Goal of this evaluation and exploration is unifying our RSU5 communities.

Other (added to the agenda):

Middle School- Age Sports

Discussed situation where students from Durham Community School and Freeport Middle School compete against each other in soccer and basketball. Some committee members felt this was not productive in creating unity across the RSU. Committee asked that Craig be invited to our next meeting to give us more information in this area. The idea was raised about possibly surveying participating parents after the meeting with Craig.

Follow-up on Most Recent Suggestions to Board

1. Budget committee members included in leadership meetings. Will ask Michelle about this.
2. Budget information – Suggestion about having a one-page synopsis of our budget be created to distribute where necessary. Will check on this.
3. Calendar for reviewing vision and goals during the year. Will bring up to Board.

Planning Communication for Next Year

Group discussed the need to develop a plan for strategic communication for the 2016-2017 school year. Mike suggested that two areas be seriously considered in this communication plan:

1. Communications around the success of RSU5, especially around teacher collaboration/professional development and student programming.
2. Communication around why students should choose RSU5 and Freeport High School.

Next Meeting: April 28, 2016 @ 4:00 p.m.

Press release recommended? No

Submitted by: Mike Lafortune