

Strategic Communications Subcommittee Report

Date: 2/2/16

Committee: Strategic Communications

Chair: Candice Decsipkes

In attendance: Candice Decsipkes, Mike Lafortune, Lindsay Sterling, Valy Steverlynck

Meeting Date: 1/28/16

Agenda Items and Discussion:

Website Development

Seth Thompson attended this meeting and discussed the work going on to update the RSU 5 website. He would appreciate input from the Strategic Communications Committee. He shared that there is a committee working in this area and reviewing possible vendors such as School Point, Final Site, School Fusion, and CMS 4 Schools. Seth will return with samples from possible vendors for our review and comments. The committee could also help in determining aspects needed on the district and school sites.

Budget Communications

Discussed Superintendent Ed McDonough's budget communication ideas that include the development of a budget booklet. This booklet will have both budget information and school performance information. It replaces the stand-alone State of the Schools Report.

Suggestions from committee: Superintendent McDonough should share his budget presentation at the beginning of RSU 5 budget meeting. Also, Superintendent McDonough may want to include a short summary page detailing the articles and changes.

Strategic Planning

Discussed Superintendent McDonough's vision and goals work with the RSU 5 Board. Goals will be monitored throughout the year. Committee would like to see a calendar developed for reviewing goals, outlining possible workshops and retreat.

Leadership Committee

Committee suggested that budget committee chairs be included.

Next meeting tentative date March 10th

Press release recommended? No

Submitted by: Mike Lafortune

