



### **Strategic Communications Subcommittee Report**

Date: October 2, 2015

Committee: Strategic Communications

Chair: Candice Decsipkes

In attendance: Mike Lafortune, Valy Steverlynck, Candace deCsipkes & Ed McDonough

Meeting Date: September 30, 2015

#### **Agenda Items and Discussion:**

##### Planning for the Year

- The group discussed the timing of the State of Schools Publication and would like to align this with communication around the School Board's adopted FY 17 budget. The committee discussed needing to communicate "the narrative" around the proposed budget.
- The committee discussed making use of the Tri-Town Weekly column and established dates for submission of articles (10/9, 10/30, 11/20, 12/11, 1/8 1/29, 2/19, 3/4, 3/25, 4/15, 5/6, 5/27) and initial articles. October 9 will be an "opening of schools" article; October 30<sup>th</sup> an effort to communicate "reporting student progress in a proficiency based environment" in grades 6-12; November 20<sup>th</sup> on high school offerings in an effort to capture interest of 8<sup>th</sup> graders and on December 11<sup>th</sup> an update on the high school project.
- The committee would like town officials to receive newsletters and Superintendent Updates to Staff.
- The committee would like to see committee members visit various council and select board meetings (2x per year?).
- Discussed taking advantage of Tri-Town 1 page insert.

Next Meeting: Thursday, November 4, 2015 @ 4 pm.

Press release recommended? No

Submitted by: Ed McDonough, Superintendent