

**Regional School Unit No. 5**  
**17 West Street, Freeport, Maine 04032**

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**Durham**

**Freeport**

**Pownal**

**Strategic/Communications Subcommittee Report**

Date: January 24, 2012  
Committee: Strategic/Communications  
Chair: Jane Blais  
Meeting Dates: January 24, 2012

Agenda Items and Discussion:

**Strategic Plan Update:**

Significant work has been done with staff on development of Work and College Readiness Standards. A discussion draft has been developed that articulate the standards as well as rubrics to guide curriculum, instruction, and assessment. Heidi McGinley, consultant, is meeting with groups of staff to facilitate this work.

The goal is to test the rubrics with existing opportunities to learn and demonstrate these skills. Staff will then begin to identify and develop additional opportunities. The expectation is that these will be considered by the Board for adoption by the end of this school year.

The Strategic Framework targets 2012-2013 as the baseline for this assessment data. The Committee discussed the fact that it may take longer and will need work to determine what we will gather and report for this element. We will continue to work and report out on our efforts.

**Communications Planning:**

This year's Community Forum is scheduled for April 2, 2012. Commissioner Stephen Bowen is confirmed as our keynote speaker. The Communications Committee will detail the specifics for the evening's presentation at our meeting in March.

The RSU5 Homepage now includes a "Current Communications" tab on the left hand side of the page. This tab will be used to make it easier for people to find information about current topics. We are also creating a protocol for communications expectations so advisory committees and others know where and how to send communications. The intent is to ensure more information is posted on local cable stations; in current events sections of local newspapers, and to make it easier for committees to know how to communicate within the organization and our larger community.

**Common Election Follow-up:**

The Committee also discussed items that may be on Durham's upcoming Town Meeting and the Board's goal of working toward a common municipal election date for the RSU Board. In conducting research about this issue, we have learned that all municipal elections must be held on the same date so our request would require the towns to move their elections as well. The Committee would like to give this issue more thought so are suggesting we table it at this time. We will report out on this recommendation to the Board at their meeting on January 25<sup>th</sup>.

Next Strategic/Communications Meeting: March 1, 2012 @ 4:30 p.m. at the Central Office  
Press release recommended? No  
Submitted by: Shannon L. Welsh