

**Concord Carlisle Regional School Committee  
COMMUNICATIONS WORKING GROUP MINUTES  
March 28, 2025**

**Committee Members Present**

- Carrie Rankin
- Brian Waterson
- Tracey Marano

**Present from Administration**

- Dr. Laurie Hunter

Carrie Rankin called the meeting to order at 2:02pm.

Tracey Marano made a motion to approve the minutes from March 21. Brian Waterson seconded the motion, and it passed unanimously.

**Discussion Topics:**

- Tracey Marano reported that she received multiple price quotes for printing.
  - Concord Printing was the most economical.
- Carrie Rankin noted that she is pivoting on graphic design. She reached out to online options but has since reached out to local options.
  - One local person quoted between \$1,500 to \$3,000. The designer needs 5 days for the first draft.
  - The RSC still has about \$5,000 in their budget for the year.
  - Tracey and Brian will send details of other local designers.
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- Calendar Review
  - Still targeting a final draft by April 30 to show to the RSC and have time to go to the printer. This will require sending to the committee by April 25.
  - Tracey noted that the Town Meeting briefing book also has an April 30 deadline.
  - The goal is to get content to a designer by the 4th to have a draft back on the 11th.
- The working group discussed the content further.
  - Title ideas were reviewed.
  - Tracey noted that the School Report is a good starting place for content.
  - Time was spent reviewing what content to use to highlight strategic plan
  - Carrie noted she needs more details on the arts and extra curricular programs. There was a discussion on how to gather data and which programs to highlight.
- Carrie is going to write an initial draft for early next week so that Tracey and Brian can review.
  - Tracey will work on collecting photos to support the content.

- Tracey will also pull statistics for the Education Value section.
- Carrie will also connect with Laurie on the school colors and logos.

Carrie Rankin adjourned the meeting at 3:12pm.