Strategic Communications Subcommittee Report

Committee: Strategic Communications
Meeting date: December 9, 2016
Chair: Candy deCsipkes
Committee Members in attendance: Candy deCsipkes, Becky Foley, Valy Steverlynck, Kate Brown,
Lindsay Sterling
Guests: Naomi Ledbetter

Agenda Items and Discussion:

1. UPP Survey
The group discussed the results of the survey for questions one and two. Feel it is important to begin
the discussion at the Board meeting with the following key points:

➢ The renaming is being discussed because when the RSU came together it was never fully
explored.
➢ The strategic subcommittee created the survey with final approval being given by the Board.
➢ In packet are the results to
  o Question one: RSU5 renaming of the high school will improve unity and pride in the District.
  o Question two: RSU5 should rename the high school.
➢ 1229 surveys were completed: either the whole survey or parts of it.
➢ We were pleased with the response rate to the survey with all stakeholder groups.
➢ Likert scale from 1-5 with one being strongly disagree three being unsure, and five being
strongly agree.
➢ There were three question/answer sessions. One in each of the towns: Durham, Freeport, and
Pownal.
➢ Results to the survey and the comments from the public forums are posted on the website.

2. Draft Exit Survey
The subcommittee reviewed the revised version and provided some slight edits. This survey will be
reviewed by the Board in January. Returned surveys will be aggregated annually and results shared
with the Board. The superintendent will discuss with administrators the best manner to disseminate the
survey to families leaving.

3. Other: The committee discussed briefly about the loss of the Tri-Town Weekly. The superintendent
will contact the Forecaster to ensure that they will cover events in Durham and Pownal in addition to
Freeport.

Submitted by: Becky Foley