Strategic Communications Subcommittee Report

Committee: Strategic Communications
Meeting date: March 10, 2017
Chair: Candy deCsipkes
Committee Members in attendance: Valy Steverlynck, Lindsay Sterling, Becky Foley
Guests: Naomi Ledbetter

Agenda Items and Discussion:
Reviewed the strategic objective of creating pride, unity, engagement, excitement and a sense of belonging in RSU5.

Strategies Completed:
- Identify future areas for growth to create uniqueness in the District,
- Explore issues of renaming of high school,
- Gathering input from stakeholders,
- Create plan from information obtained from stakeholders,

In Progress:
- Identify/define areas of strengths for RSU5
- Marketing RSU5 (all completed except for the brochure)
- Identify & expand opportunities for students from three communities to learn together
- Create a position on the Board for a student rep
- Migration of student population

Future Work in 2017-2018:
- Five Year Strategic Plan

Next agenda:
- Review draft of executive summary of unity and pride survey

Submitted by: Becky Foley