Strategic Communications Subcommittee Report

Date: 2/2/16  
Committee: Strategic Communications  
Chair: Candice Decsipkes  
In attendance: Candice Decsipkes, Mike Lafortune, Lindsay Sterling, Valy Steverlynck  
Meeting Date: 1/28/16

**Agenda Items and Discussion:**

**Website Development**

Seth Thompson attended this meeting and discussed the work going on to update the RSU 5 website. He would appreciate input from the Strategic Communications Committee. He shared that there is a committee working in this area and reviewing possible vendors such as School Point, Final Site, School Fusion, and CMS 4 Schools. Seth will return with samples from possible vendors for our review and comments. The committee could also help in determining aspects needed on the district and school sites.

**Budget Communications**

Discussed Superintendent Ed McDonough’s budget communication ideas that include the development of a budget booklet. This booklet will have both budget information and school performance information. It replaces the stand-alone State of the Schools Report.

Suggestions from committee: Superintendent McDonough should share his budget presentation at the beginning of RSU 5 budget meeting. Also, Superintendent McDonough may want to include a short summary page detailing the articles and changes.

**Strategic Planning**

Discussed Superintendent McDonough’s vision and goals work with the RSU 5 Board. Goals will be monitored throughout the year. Committee would like to see a calendar developed for reviewing goals, outlining possible workshops and retreat.

**Leadership Committee**

Committee suggested that budget committee chairs be included.

Next meeting tentative date March 10th

Press release recommended? No
Submitted by: Mike Lafortune