TO: Kate Brown, Candace deCcsipkes, Lindsay Sterling, Valy Steverlynck

CC: Edward R. McDonough, Superintendent

FROM: Michael L. Lafortune, Curriculum Director

DATE: May 9, 2016

RE: Strategic Communications Sub-Committee Meeting

The Strategic Communications Sub-Committee is scheduled to meet on Thursday, May 12, 2016 from 8:30 – 9:30 a.m. at the RSU Central Office.

Agenda:

1. Branding - Discuss aspects of branding RSU5.
   - Targeting groups of stakeholders
   - Gathering Input
   - How to begin this process
   - Discuss process
   - What should branding include
     - Information from Nancy Drolet

2. The exit interview - Start developing a draft

3. Communication Plan (Moved to next meeting)