Strategic Communication Committee Meetings

Meeting Dates: May 12, 2016 and May 26, 2016
Committee: Strategic Communications
Chair: Candy deCsipkes

May 12, 2016 Meeting
Present: Kate Brown, Candy deCsipkes, Lindsay Sterling, Valy Steverlynk and Mike Lafortune

At this meeting the group discussed/brainstormed about an exit survey and a "branding/marketing" plan. They talked briefly about a general satisfaction survey.

"Branding/Marketing":

A suggested name for this effort could be "Unity and Pride Project" (UPP). A possible goal for the effort might be: to create pride, unity, engagement, excitement and a sense of belonging in our school district. Possible strategy might be: to have students, staff, parents, and community members explore the district's identity; including who we are, what we're great at, what we're known for and what we'd like to be known for. The process could include having a staff member assigned the task of overseeing this effort; having students explore the history of the towns in the district and visit schools; having each school explore their identity; holding community meetings; and looking at logos, names, etc. -- visual identity. The group visited the renaming of the high school. THIS IS ALL VERY PRELIMINARY AND STILL UNDER DISCUSSION.

Much of this meeting was a visit from Nancy Drolet to talk with the group about her efforts in this area.

Exit survey:

Below are the results of the second draft for the exit survey. Discussion at this meeting moved us forward toward developing what's below at the next meeting.

May 26, 2016 Meeting
Present: Kate Brown, Candy deCsipkes, Lindsay Sterling, Valy Steverlynk and Mike Lafortune

The focus of this meeting was reviewing a draft of the exit survey and continued discussion about this document. The categories in the survey would be:

- Moving
- Draw from other schools
- Parent's concerns not addressed
- Student's academic needs not met
- Student's GT and/or Special Ed needs not met
- Concerns about academic subjects
- Concerns about extracurricular activities
- Concerns about athletics
- Student's social/emotional needs not met
- Concerns about discipline/behavior issues
- Safety concerns
- Ineffective communication from teachers and/or administrators
- Few opportunities for parent participation

There are further check-offs under some of the categories. There would be a section for open-ended comments about reasons for leaving and suggestions for improvement. The survey would be anonymous and handled through the Central Office.