Strategic Communications Subcommittee Report

Date: October 2, 2015  
Committee: Strategic Communications  
Chair: Candice Decsipkes  
In attendance: Mike Lafortune, Valy Steverlynck, Candace deCspikes & Ed McDonough  
Meeting Date: September 30, 2015

Agenda Items and Discussion:

Planning for the Year

- The group discussed the timing of the State of Schools Publication and would like to align this with communication around the School Board’s adopted FY 17 budget. The committee discussed needing to communicate “the narrative” around the proposed budget.
- The committee discussed making use of the Tri-Town Weekly column and established dates for submission of articles (10/9, 10/30, 11/20, 12/11, 1/8 1/29, 2/19, 3/4, 3/25, 4/15, 5/6, 5/27) and initial articles. October 9 will be an “opening of schools” article; October 30th an effort to communicate “reporting student progress in a proficiency based environment” in grades 6-12; November 26th on high school offerings in an effort to capture interest of 8th graders and on December 11th an update on the high school project.
- The committee would like town officials to receive newsletters and Superintendent Updates to Staff.
- The committee would like to see committee members visit various council and select board meetings (2x per year?).
- Discussed taking advantage of Tri-Town 1 page insert.

Next Meeting: Thursday, November 4, 2015 @ 4 pm.

Press release recommended? No  
Submitted by: Ed McDonough, Superintendent

Regional School Unit No. 5

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