

“Dundee Elementary STUDENTS, through differentiated instruction, will LEARN the core standards, which will be measured with on-going assessments and supported by interventions.”

Dundee Community Schools
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Communication Subcommittee Meeting #1

Thursday, March 16, 2017

Riverside Academy

3:05-4:15

Members Present: *Tom Walentowski, August Ost, Dina Brook, Nancy Clark, Eva Wade, Michelle Salkeld, Aubrey Salkeld*

Welcome:

Tom welcomed the group to Riverside Academy and discussed how our group is a part of the larger district strategic planning committee.

Survey:

August introduced a survey that was created to share with all stakeholders to give them the opportunity to provide feedback on how they feel communication is handled in the district. The group discussed the questions that were included in the survey, and made recommendations on how to modify some questions to get more rich survey results. All modifications were discussed as a group and changed accordingly.

All individual spoke on how they feel communication is handled from their viewpoint. Parents, students, community leaders, and district staff all provided input.

Marketing Plan:

Tom and August discussed one large goal that we the group needs to begin immediately, due to wanting it to be complete by August. This goal is the creation of our district marketing plan. They emphasized that the survey results and group conversations will lead to the creation of all other goals, but this one goal is very important to the district and we need to work together, with all interested/available stakeholders contributing to its creation. Tom and August summarized a meeting they had with RjM Marketing and provide examples of marketing materials the group created for Manchester Schools. The group looked through the examples from Manchester, as well as examples of handouts sent to the community by Airport Public Schools.

Subcommittee members had the opportunity to discuss what components should be included in the marketing materials, as well as what groups we can partner with to publish the materials.

Conclusion:

August thanked all members in attendance for their participation and discussed the best dates/times for the group to meet. The next meeting was scheduled. Tom expressed the importance of the communications subcommittee and the meeting adjourned.