

REGIONAL SCHOOL UNIT NO. 57
Office of the Superintendent
Waterboro, Maine 04087

PR-Technology Committee Meeting Minutes

January 4, 2016

Committee Members:

Bryan Carpenter
Jodi Laine

Dominic Vermette
Jennifer Mayo

Lindsey Clancy

David Allen

Others Present:

Kevin Perkins

Barbara Gauvin

James Hand

Larry Malone

AGENDA:

A. Call to Order

Bryan Carpenter called the meeting to order at 5:02 p.m.

B. Declaration of Quorum

Quorum was reached with 5 members present.

C. Adjustments to the Agenda

Review of policy KCB was added to the agenda.

D. Approval of the Minutes from June 1, 2015

Approved as read.

E. PR Goals for 2015-16

1. RSU 57 PR/Tech Committee will find ways to inform the community of what is happening in the District on a regular basis.
 - Message from each committee
 - Regular column in the Reporter
 - It was shared that Larry Malone, Assistant Superintendent, is publishing an online newsletter for the community. The first issue will be created this week and published in the beginning of next week.
2. RSU 57 PR/Tech Committee will investigate how to best use the social media and online communication resources.
 - The committee felt that beginning a Facebook page for the District would be a positive move. Facebook has made changes over the years that make their product a business friendly tool. The committee will do an investigation of other districts that use Facebook.

3. How do we better market the proficiency-based curriculum?
 - This could be done best by using the tools mentioned above. An idea discussed is a video or tutorial that can be created to interpret the report card. Mr. Malone shared that this is one issue that is being worked on at the district level. In order to better market this to parents, there needs to be a better understanding of how the curriculum works and what needs to be shared.
4. Teacher Appreciation for this year. Having Student Council in charge of Teacher Appreciation?
 - Will ask the MHS Student Council to present an idea that is within budget of how to recognize teachers and present this to the Board for approval.
5. Having Fun Days/Fairs on sports complex.
 - The committee would like to see this put into place if possible given that Family Fun Days may be in jeopardy due to the new field. The problem is that the same issue will arise when planning for fun days by the school.
6. Review of Policy KCB
 - The policy was given to the committee to review. This policy will be reviewed at the next meeting and the committee will provide feedback to the Policy Committee.

Technology Update

1. RSU 57 Technology Plan: MDOE is revising the current requirements for new plans. These changes are expected to be out in January 2016. Once guidelines are established, a district team will be put into place to create the plan. That finished draft will be shared with the PR/Tech Committee for review.
2. Social Media Policy: Samples will be shared with the next agenda. There are very few established Social Media Policies. The one shared through MSMA was from Connecticut. Kevin Perkins has found two active policies/procedures in the State. He will also ask for samples from Drummond-Woodsum.

F. Other

The suggestion is for the next meeting to be on a Monday evening at 6:00 p.m. An email will be sent out with a date and time.

G. Adjournment

Chair Carpenter adjourned the meeting at 6:05 p.m.