

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

**PR-Technology Committee Meeting**

May 2, 2016

**6:00 PM**

Massabesic East Technology Room

**Committee Members:**

David Allen  
Jennifer Mayo

Bryan Carpenter  
Dean LePage

John Flagler  
Lindsey Clancy

Jodi Laine

**Others Present:**

Kevin Perkins

Barbara Gauvin

**AGENDA:**

- A. Call to Order (6:02 pm)
- B. Declaration of Quorum (Quorum established)
- C. Adjustments to the Agenda (None)
- D. Approval of Minutes from March 7, 2016 (Minutes Approved)
- E. Old Business
  - 1. Name Plan (See Attached "Project Rebrand")
- F. New Business
  - 1. Public Relations
    - Community Information Update (District Newsletter/Facebook Page Data)  
Jennifer shared that she contacted the Waterboro Reporter and is ready, willing and able to report activities and stories from the District.  
  
Kevin shared the metrics from the RSU 57 Facebook page. After 2 months, over 300 people have "liked" the page. To date, posts include the District Newsletter, no school announcements, and event announcements.
    - Teacher Appreciation Update (Brian Carpenter)  
Mr. Elkington shared with Bryan that students are writing thank you notes to teachers and parent group will be providing breakfast and lunch on days during the week.
    - Educating Parents about Empower  
Lori Lodge is willing to help organize this kind of event but could not make the meeting tonight.

2. Technology

- **RSU #57 Technology Plan Update**  
MDOE requires that each school submit a technology plan every three years. RSU 57 will submit a plan by July 1, 2016. A team of teachers, administrators, parents, and a board member is creating the plan. Four of the six sections of the plan are complete. This will all be completed in time for the technology plan to be reviewed by the Board's PR/Tech Committee on June 6, District Administrators on June 7, and go to the Board on June 15 for final approval.
- **MLTI Refresh**  
Kevin explained the intricacies of the MLTI (Maine Learning Technology Initiative) refresh. MLTI, a division of MDOE, provides technology devices to all students in Maine in grades 7 and 8 on a four-year cycle. We are currently in year three of four. RSU 57 also uses MLTI to lease devices for students in grades 6 and 9-12, as well as teacher and administrators in all schools. The refresh is a plan that MLTI is offering to upgrade the Apple devices that they offer. It is mandatory for grades 7 and 8 and optional for all other grades.

RSU 57 is currently weighing all options on if we will participate in the Apple refresh for grades 6 and 9-12. There are mitigating factors such as repair cost and the potential cost of reselling current devices that must be weighed out before making a four-year commitment. This decision must be made by June 1.

F. Other

G. Adjournment (7:15 pm)

Next Meeting: June 6, 2016 at 6:00 pm at Massabesic High School East Technology Shop

# Project Rebrand

## Breakdown

- **Names**

- Alfred becomes [Massabesic South](#)
- Line becomes [Massabesic North](#)
- Lyman becomes [Massabesic East](#)
- Shapleigh becomes [Massabesic West Memorial](#) - Is “Memorial” needed? Brian shared that Memorial was added because veterans helped build the school. Adding Memorial is meant to recognize their efforts. It was recommended to place a plaque at the school honoring the veterans and have a ceremony and invite the town’s veterans.
- Waterboro becomes [Massabesic Central](#)
- Massabesic Middle School [no change](#)
- Massabesic High School [no change](#)
- Consider changing Central office name – Superintendent’s Office
- Change East building to ??? An idea was made to name this building Massabesic Memorial in recognition of veterans and service members from across the district. It was also suggested to include NJROTC to commemorate the name change.

Bryan asked about cons. The biggest con will be that the town names will not be associated with any change that is made. The response is that this change is to recognize that all of the schools are part of the Massabesic district. This becomes apparent when students reach the middle school and have an identity crisis, moving from a town school to a centralized location with students from all towns.

David suggested that if this moves forward, that we build an FAQ to educate community members on why this kind of change is being considered.

This kind of change will allow the district to place students in a school that is close to their home. It will also help when one school is more populated than another; it allows shifts to happen to even out enrollments.

The goal will be to have a proposal to take to the full Board by the second Board meeting of 2016. PR/Tech Committee members are requested to go on the Google Doc titled “Project Rebrand” and list out questions that Board and community will have so that answers can be prepared as part of the initial proposal.

- **Find out costs from Colin -**
- **Design new compass based logo**

*“One educational community”*

*“All points lead to here”*

- **Contact local granite/stone companies for donation of pillars**
- Find locations on properties to place pillars
- Put promotional packet together for board and community