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**Regional School Unit 24
Strategic Planning Committee
MINUTES**

Thursday, January 5, 2012
5:30 p.m.
District Conference Room
Central Office

Attendance

Board Members: Brett Jones, Geoff Zentz, Chuck Hodge, Dick, Gray,

Committee Members: Michael Eastman, Ginny Dennison, Suzanne Lukas

Absent: Lynne Witham

- A. The meeting was called to order at 5:30 p.m.
- B. Adjustments to agenda-None
- C. Agenda:

The committee reviewed the Board discussion that took place at the regularly scheduled January 3rd meeting. The committee commented that the Board as a whole was interested in public relations and getting out the good news about the district.

Committee members asked school personnel present about their opinion regarding the need for a strategic plan. Michael Eastman favors establishment of a district plan to guide decision making and planning. Ginny Dennison also feels that staff would benefit from having a long-range plan. This would support the work they are being asked to do. Suzanne Lukas stated that some sort of plan is needed even for the administrative team to frame the work of the district and to use as a filter for directing energy and resources. She shared a list of typical elements of school district strategic plans.

Concern over engaging the public in the RSU work and having participation in meetings such as the district budget meeting was discussed. The possibility of videotaping meetings and broadcasting over public access television was discussed. Challenges to this are purchase of equipment, expertise and broadcasting to all communities. The location of board meetings was also discussed. Would an

auditorium setting be preferable?

Media communication was also discussed. What would be the cost of an insert in the Ellsworth American? What would it cost to have a regular column or advertisement space? Suzanne Lukas will report back to the committee on these costs.

D. Next meeting: February 7, 5:30 p.m., SMHS

E. The meeting was adjourned at 6:30 p.m.