FINAL

Regional School District 12 Board of Education
LRP Committee Meeting Minutes
Monday, April 5th at 6 PM via zoom

The LRP Committee meeting was called to order at 6 PM by Julie Stuart.
Present were: Jennifer Pote, Megan Bennett, Teresa DeBrito, Mike Croft and Peter Tagley

Approval of Minutes: The minutes of the February 1 meeting were reviewed. Pete Tagley made a motion to accept and Jenn Pote seconded. All voted in favor.

LRP Decision Julie explained more detail about the decision to postpone engaging a consultant to help us with the Long Range Plan. Julie and Megan met with Greg Cava and Mike Sinatra who agreed that postponing for one year was a good decision given the current environment. All agreed that this was the right decision. When we do engage a consultant next year, we would like to hire a firm that is well-regarded and has assisted top schools in the LRP process.

Dissemination of Brochure: We discussed how and where the brochure will be distributed. The committee made suggestions and the following was decided. Hard copies will go right away to Realty offices. At the end of June, hard copies will be sent to Region 12 in a mailer. Virtually, we will focus on social media (Facebook, Instagram and Twitter – Ben Allen will assist) and Debby Bliven will send to the three towns for their websites plus the Explore Washington site.

School signs: Megan updated the Board on the new school signs. Booth has been budgeted for and is underway, Shepaug is in process. Washington Primary does not need a new sign. Burnham will be decided at the end of April/early May as it was not in the budget. Julie impressed upon the need for the Burnham sign as right now there is just a frame with no sign.

Marketing Plan We had a brief discussion about enrollment and the idea of advertising openings by grade for tuition in students. We also agreed that the main focus of our marketing efforts should be on attracting families to our communities.

Public Comment: None
Meeting was adjourned at 6:30 PM

Next scheduled meeting: May 24th, 2021 at 6 pm

Respectfully submitted, Julie Stuart