



## **STRATEGIC PLANNING: COMMUNICATIONS/MARKETING**

**MEETING NOTES  
FEBRUARY 13, 2018  
4:30 - 6:00 P.M.**

Suzanne Cybulla welcomed the committee members and provided an update on the work of each of the other three Strategic Planning Committees: Comprehensive Building Plan, Multi-Tier Systems of Support (MTSS), and Professional Learning Communities (PLC's). Today's meeting was rescheduled from one originally scheduled for January 30, 2018 but was canceled due to a snow day.

**Comprehensive Building Plan:** Thus far, the committee has reviewed a great deal of information regarding the status of our current school buildings and facilities. We are in a reactive rather than proactive mode in regards to maintenance of our facilities due to lack of proper funding. Much of the District's technology infrastructure is at the "end of life" mode. All while, we are facing a declining enrollment.

**MTSS:** This committee is reviewing implementation of a multi-tier system of supports for our students. This would include Tier 1, 2, 3 interventions for both academic and behaviors. While many of our teachers are currently following this system, we do not have a formal process.

**PLC's:** The committee is working on developing a schedule of PLC meetings for next year. PLC's allow teachers to collaborate not only by grade level but by content area as well.

Special guests Garth Kriewall and Lisa Steinborn from St. Clair County RESA discussed their work in communications, graphic design, and marketing. They offered their services to the committee with rebranding, reimagining and marketing of the District. The committee then formed a focus group and broke up into small groups to provide their thoughts and opinions as to how they feel and how they think others perceive the school district. Specific perceptions of the District include:

- Long standing reputation of being an excellent school district in terms of academics, arts, and athletics
- Diverse offerings
- Need to bridge the gap between St. Clair and Marine City
- Two towns - one school district
- Board has worked well together the last year
- Sense of restlessness - looking to future; excited about upcoming changes
- Proud
- Proposal A hurt the district as the only out of formula district in the County
- Declining enrollment but leveled off at K-3 with an average of 255 students per grade
- Great students - hard working, successful, supported
- Two recent MCHS graduates attend MIT
- Students participate in a variety of extracurricular activities
- Sports unify the students
- Communities are complimentary of one another
- State testing causes competition between schools within the District
- Working toward a more positive culture and environment
- 62% of District employees have worked here more than 15 years
- Teachers are taking ownership again; they are feeling valued and appreciated

The next meeting is Tuesday, February 27 from 4:30 - 6:00 p.m. Meeting adjourned at 6:00 p.m.