

**WESTBROOK BOARD OF EDUCATION  
EDUCATE, CHALLENGE, & INSPIRE**

**WESTBROOK BOARD OF EDUCATION  
Communications and Marketing Subcommittee  
Tuesday, March 12, 2024 (to follow BOE meeting) approx. 8:00 pm  
WHS Library**

**AGENDA**

- I. Call to Order
- II. Approval of Minutes
  - 1. January 28, 2024
- III. Review BOE goals related to committee work; define purpose, and next steps -  
Enclosure 1
- IV. District Vision and Strategies Planning work – initial discussion with all committees
- V. Adjourn

Communications and Marketing Subcommittee: M. Luft, S. Greaves, E. Fernandes, K. Walker

**Westbrook Board of Education Goals 2023-2024**  
**UPDATED 10/10/2023**

<b>Goal #1: To Promote High Expectations For Teaching and Learning</b>
<b><u>Action Steps</u></b>
1. Collaborate with and support the superintendent to carry out district vision focused on student achievement, social emotional learning, and access to high quality instructional experiences for all students;
2. Continue leading transparent and proactive conversation about district enrollment and its impact on programming; and
3. Revisit vision, values, mission and align with budget guidelines, Portrait of a Graduate, and Superintendent goals.
<b><u>Celebrations/Strengths:</u></b> <b><u>Areas to Grow:</u></b>

<b>Goal #2: To Increase BOE Communication and Community Relations</b>
<b><u>Action Steps</u></b>
1. Empower the Communication and Community Relations BOE Committee to consider its purpose and the priorities;
2. Support and assist in communicating pride in programs and initiatives in Westbrook Public Schools to market and support schools in the community;
3. Stay current in how to be effective communicators and engage the community.
<b><u>Celebrations/Strengths:</u></b> <b><u>Areas to Grow:</u></b>

### **Goal #3: To Promote Board Leadership and Professional Growth**

#### **Action Steps**

1. Annually review and effectively employ Code of Ethics (9271) and Roles and Responsibilities (9040);
2. Support new Board members in becoming part of a high performing governance team;
3. Pursue becoming a BOE of Distinction;
4. Attend and explore a wide range of professional development opportunities.

**Celebrations/Strengths:**

**Areas to Grow:**

### **Goal #4: Budget Development and Fiscal Management**

#### **Action Steps**

1. Support responsible budget development and management through transparency and maximize available financial resources through a balance of fiscal discipline and innovative educational investments.

**Celebrations/Strengths:**

**Areas to Grow:**