

**Region One Board of Education
Communication Sub-Committee
Minutes for Thursday, December 12, 2019**

A meeting of the Region One Board of Education Communication Sub-Committee was held on Thursday, December 12, 2019 at 11:30 a.m. in the Central Office Conference Room.

In attendance were sub-committee members John Sanders and Pat Mechare. Also in attendance were Superintendent Pam Vogel, HVRHS Principal Ian Strever, and Janet Carlson of the One Eleven Group.

The meeting was called to order at 11:35 a.m.

Discussion was held regarding Region One marketing. Ms. Carlson explained her two-prong approach in which the first proposal puts a spotlight on the region as a whole, and the second more specific to Region One School District. The regional approach would include other districts in the Northwest corner of Connecticut. She has already spoken with Regions 6 and 12, and will speak with a third tomorrow that includes Litchfield and Wamogo. She also plans to speak with Region 7.

Further discussion was held regarding the specific proposal for Region One. The proposal includes branding and a logo, the creation of a landing page for the website, reputation management, and a word of mouth campaign.

Discussion was held regarding a social media campaign for Housatonic Valley Regional High School. This campaign will target parents in their decision process when deciding between public versus private high school education. The campaign slogans are “Belong Here”, “Still Free”, and “Be Present.”

The meeting was adjourned at 12:57 p.m.

Respectfully submitted,

Tina Bunce

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Board Clerk