

**NORTHBOROUGH SCHOOL COMMITTEE  
SOUTHBOROUGH SCHOOL COMMITTEE  
NORTHBOROUGH-SOUTHBOROUGH REGIONAL SCHOOL COMMITTEE  
NORTHBOROUGH-SOUTHBOROUGH SUPERINTENDENCY UNION #3  
  
COMBINED SPECIAL OPEN MEETING**

Algonquin Regional High School Library  
79 Bartlett Street  
Northborough, MA  
Thursday, August 25, 2022  
**4:30 PM - 7:00 PM**

**AGENDA**

4:30 PM      Call to Order  
Welcome and Overview – Superintendent Martineau

4:50 PM      Effective Communication for School Committee Members

Facilitator: Chris Horan, Founder of Horan Communications, a strategic communications firm specializing in K-12 Education

The session will provide an overview of strategic communication for K-12 schools and districts, with a focus on the critical role of School Committee members in communicating with families, staff, and the broader community.

*We will take a short break at approximately 5:30 pm to serve dinner.*

Session topics will include:

- Framework: Brands and Branding for K-12 Districts
- Perceptions of Northborough / Southborough Schools
- Defining and Enhancing the District Brand
- Delivering the Key Messages
- Two-Way Communication

6:50 PM      Wrap-Up – Superintendent Martineau

7:00 PM      Adjourn

**ANY OTHER BUSINESS WHICH MAY LEGALLY COME BEFORE THE COMMITTEE**

Kelly L. Guenette  
Chair, Northborough School Committee

Sean O'Shea  
Chair, Northborough-Southborough Regional  
School Committee

Roger Challen  
Chair, Southborough School Committee

Gregory L. Martineau  
Superintendent of Schools

Jennifer Primack  
Chair, Northborough-Southborough  
Superintendency Union #3