

## FOR IMMEDIATE RELEASE

### Cape Elizabeth School Department Makes Effort To Bolster Community Communication

March 8, 2010 - In an effort to provide greater communication between Cape Elizabeth Schools and its community, Superintendent Alan Hawkins is happy to announce Sharon Roberts and Katie Gillespie as district-wide *volunteer* Communications Coordinators. Recognizing the importance of accurate, clear and timely communications, Superintendent Hawkins is pleased to support Sharon and Katie's efforts.

Sharon Roberts will work with Superintendent Hawkins to respond to external media requests. She has extensive prior professional communications experience, most recently as former Director of Stakeholder Relations and Chief of Staff for the Maine Market for Anthem Blue Cross and Blue Shield.

Katie Gillespie, an early childhood educator and a lifelong Cape resident with young children in the system, has volunteered to assist with school-to-school communications (connecting the parent organizations, school newsletters, etc.).

To assist the district in communicating this year's budget information, Mrs. Roberts has developed a communications strategy. This plan includes:

- Developing an "Express Budget Document" (a one-page summary of the budget designed to simplify the budget for community members);
- Conducting a public meeting where the Board and the Superintendent can present a brief overview of the budget and receive preliminary comments/suggestions from the public;
- Providing timely, practical and comprehensible press releases on the budget as needed, and updates to interested community members;
- More clear and concise reporting on each step of the budget process as the schools balance the real academic needs of all of our students with the financial demands of changing economies.

Information about Mrs. Roberts and Mrs. Gillespie follows.

#### Sharon Roberts

- 30 years experience, primarily in strategic planning, communications, community relations and public relations in health insurance industry in Maine
- 30 year resident of Cape Elizabeth, two children graduated from CE schools
- Served on several CE community organizations, including the Community Services Advisory Board, Personnel Appeals Board and currently on Recycling Committee
- Served on numerous Boards of Directors for non-profit organizations in the state and in Greater Portland, including the Greater Portland Regional Chamber of Commerce and Spurwink Services

- Bachelor's degree in history from the University of Maine, Graduate Certificate in Health Policy and Administration from the University of Southern Maine Muskie School
- Graduate of Leadership Maine Epsilon class

Katie Gillespie

- Graduate of Cape Elizabeth High School
- Mother of 3 - 2 girls and 1 boy
- Married to Chris Gillespie (Cape graduate) for 13 years
- Preschool teacher
- BA in Social Work & Early Childhood Certificate
- Volunteer at Ledgemere Country Day School and Pond Cove Elementary
- Active in community
- Girl Scout Troop Leader 1538

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