

Communications Tasks/Delegation Plan

H-KHS Pre-Referendum Efforts

(assumes March 25, 2025 Referendum)

Task Delegation

(Individuals)

General Initiative (due date)

Note: All communication from RSD17 must not advocate for the selected option moving to referendum as of February 23, 2025 (assuming a March 25, 2025 referendum). Though public forums and presentations may be scheduled/held by the BOE, any communications after this date must be neutral and only state the facts of the project. Only a PAC may advocate for the Project.

RSD17, AAAI	Update website content (February 14) <ul style="list-style-type: none"> • Provide latest HS-FST/BOE presentations and summaries (AAAI) • Post approved FAQ from list provided/updated by BOE/CC (BOE)
AAAI, BOE/CC	Master Communications Schedule (February 17) <ul style="list-style-type: none"> • Develop Master Communications Schedule to Community Groups, Organizations, and Stakeholder Committees per BOE/CC
RSD17/Phoenix	Provide bond/debt service analysis of existing debt and new debt w/ HKHS project (February 24)
AAAI, RSD17	Develop informational materials (February 28) <ul style="list-style-type: none"> • Fact sheet/handout (distribute @ forums/presentations) • Boards for display @ forums/presentations • PowerPoint Presentations
ALL INVOLVED	Public Community Forums/Tours (March XX & XX) <ul style="list-style-type: none"> • Two Forums on different days (consider a Saturday)
BOE/CC, RSD17	Initiate/Maintain communication with media sources (Weekly) <ul style="list-style-type: none"> • Hard copy and digital means TBD • What local broadcast channel/station works best?
BOE/CC, PAC	Social Media Communication of Project (Weekly) <ul style="list-style-type: none"> • Town/RSD17-focused social media pages
BOE/CC, HS-FST	"Truth Squad" Committee (assign HS-FST and/or BOE/CC member) <ul style="list-style-type: none"> • Finds false/erroneous information, researches, and coordinates FAQ/social media responses (AAAI to assist as necessary)
PAC	Outreach and Distribution of Information <ul style="list-style-type: none"> • Letters to the Editor/Editorials • Calls to Voters/Parents/Contacts • Mail postcard announcing forums/referendum • Hold informal house meetings • Schedule and be present at community events w/ info

Legend:

BOE/CC =	Board of Education Communication Committee
RSD17 =	Staff/Administration
HS-FST =	High School Feasibility Study Team
AAAI =	Antinozzi Associates Team
PAC =	Parent/Political Action Committee