

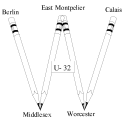
Strategy	Purpose	Responsibilities			Timeline
		Board	Building Leaders	District Leaders	
<p><b>Phase I Goal:</b>            Gather community input on the viable configuration options, to inform the Board as they determine which option to bring to a vote</p> <p><b>Committee Work:</b></p> <ul style="list-style-type: none"> <li>- Articulate what additional information is needed prior to engaging the community</li> <li>- Develop a detailed timeline, including roles &amp; responsibilities, for the engagement (determine what Board structure is responsible for carrying/leading the work)</li> </ul>					
In Person Forums <i>(Daniel Keeney, Chris McVeigh, Mckalyn Leclerc)</i>	Information Sharing: Inform & Educate  Listen/ Learn Gather Info & Consult	<ul style="list-style-type: none"> <li>→ Schedule informal discussion sessions in each town</li> <li>→ Create common talking points/ slides</li> <li>→ Lead public presentations</li> </ul>	<ul style="list-style-type: none"> <li>→ Gather with all District staff at U-32 on the afternoon of 6/21/24, present information on options, and facilitate break out groups</li> <li>→ Develop the protocols for facilitating the staff conversations</li> <li>→ Advertise</li> </ul>	<ul style="list-style-type: none"> <li>→ Support Board in material preparation</li> <li>→ COLT distributes themselves around to the forums</li> <li>→ Gather with all District staff at U-32 on the afternoon of 6/21/24, present information on options, and facilitate break out groups</li> <li>→ Develop the protocols for facilitating the staff conversations</li> </ul>	Staff Session: June 21, 2024  First Round of Input Sessions: Before June 30th  Second Round of Input Sessions: July/August <i>May include Focus groups:</i> → Students; HJC; Association; topical groups (e.g., transportation)
Virtual Forums		<ul style="list-style-type: none"> <li>→ Repeat the format from in person</li> </ul>	<ul style="list-style-type: none"> <li>→ Lead Break out rooms for virtual forums</li> <li>→ Advertise</li> </ul>	<ul style="list-style-type: none"> <li>→ Organize/ schedule forums</li> <li>→ Lead Break out rooms for virtual forums</li> <li>→ COLT participates</li> </ul>	
Survey <i>(Flor Diaz)</i>		<ul style="list-style-type: none"> <li>→ Identify survey questions</li> </ul>	<ul style="list-style-type: none"> <li>→ Advertise/distribute survey</li> </ul>	<ul style="list-style-type: none"> <li>→ Prepare the survey</li> <li>→ Advertise/distribute</li> </ul>	

**Purpose Codes:**

IS - Information Sharing: Inform/Educate

L - Listening/Learning: Gather information & consult

E - Engage: Partner & influence



**Washington Central Unified Union School District**  
 Communication & Engagement Planning - Configuration

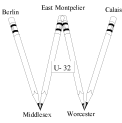
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Smith, Zach Sullivan)				survey	
Selectboard contact (Chris McVeigh)					
<b>Phase II Goal:</b> Inform the public on the details of the selected configuration: Background, rationale, detailed information, etc					
Staff Engagement	Information Sharing: <i>Inform &amp; Educate</i>  Listening/ Learning: <i>Gather Information &amp; Consult</i>		→ Establish common protocol to collect questions & ideas from staff	→ Collaborate with the Labor Management Committee	
In Person Forums	Information Sharing: <i>Inform &amp; Educate</i>	<ul style="list-style-type: none"> <li>→ Schedule informal information sessions in each town</li> <li>→ Create common talking points/ slides</li> <li>→ Use the protocol to collect questions</li> </ul>	<ul style="list-style-type: none"> <li>→ Facilitate a session for staff in buildings</li> <li>→ Coordinate community meeting logistics with Board</li> </ul>	<ul style="list-style-type: none"> <li>→ Support Board in material preparation</li> <li>→ COLT distributes themselves around to the forums</li> <li>→ Establish a common protocol for Board to collect questions</li> </ul>	

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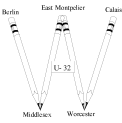
Strategy	Purpose	Responsibilities			Timeline
		Board	Building Leaders	District Leaders	
Virtual Forums		→ Repeat the format from in person	→ Advertise	→ Organize/ schedule forums → COLT participates	
Survey		→ Develop and review ongoing survey to inform Phase III (transition)	→ Distribute	→ Distribute → Compile & share data with the Board	
Building Tours		→ Participate in events across the district	→ Plan and develop community events to show our community our buildings → Connect the scheduling with a curriculum-based focus (e.g., district-wide equity art project or prompt) → Model the possibilities for the "new" schools to showcase in these tours		
FAQ Document		→ Identify what information the community needs to inform their vote (budget, etc)	→ Distribution → Develop (& update) a staff-specific FAQ	→ Develop and update the FAQ → Post & market the FAQ	
<b>Phase III Goal:</b>					
Deeply engage the community on the transition to the new configuration					
		→ Market proposal in affected towns to address opportunities for students → Use feedback about what would support new configuration (rebranding of schools/mascots) → Host Board meetings at Calais and Doty in October.	→ Every principal communicates support of Boards proposal in communication in person, writing, staff meetings to all stakeholders	→ WCLT creates common talking points in support of the process that we are engaging in. → Superintendent will hold building leaders to a high standard in regard to support of configuration → Central Office needs to	

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Strategy	Purpose	Responsibilities			Timeline
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		→ Publish fliers (with student pics) that clearly articulates what the communities are voting on in November to include impact on taxes.		clearly articulate how licensure, RIF's and re-assignments will occur with the new configurations	

**Who will this reach?**

**Who might this miss?** *(and what's the plan?)*

DRAFT

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