



SCHOOL CONSOLIDATION COMMUNICATIONS PLAN

Sept 10, 2024

Board of Trustees Meeting

Goals/Objectives

- Implement a **multi-lingual awareness campaign** with an associated timeline that guarantees key stakeholders receive regular updates on the ongoing school consolidation and budget stabilization efforts via diverse communication methods
- Develop a **robust central webpage** about school consolidation updates, stakeholder forums, and Frequently Asked Questions (FAQs) on the District website
- Disseminate **accurate, timely, and easy-to-understand information** from Board meetings, School Consolidation Advisory Committee meetings, and stakeholder forums
- Evaluate regularly the need for **additional information or engagement** with the public

Target Audiences

Our communications* will address the needs of the following groups:

- Parents
- Teachers
- Support Staff
- Labor Partners
- District Administration
- Community at-large (including nonprofit partners and agencies)

* Newsletters, eBlasts, and FAQs will be distributed in three languages: English, Spanish, and Vietnamese. Videos will have Vietnamese subtitles and/or be recorded in English and Spanish.

Key Themes

Here are some of the key themes that will be addressed:

- How We Got Here - enrollment trends and school funding constraints
- Why this is necessary
- The decision making process, the decision makers and timeline
- Opportunities and benefits to consolidation
- Commitment to transparency and good stewardship
- Encouraging involvement in the process
- Support to impacted students, families and staff
- Dispelling myths, rumors and combating misinformation

Platforms/Tools

The District will utilize a variety of platforms and tools to inform stakeholders.



Newsletters

The quarterly District newsletter will include regular updates about School Consolidation Advisory Committee efforts and opportunities for stakeholders to provide input



Eblasts

Eblasts are stand-alone email communications that provide singular focus on a topic. We will provide more focused updates as needed throughout the process



Social Media

The District will continue to engage with the public through Facebook, YouTube, and Instagram. Updates will be shared on these platforms

Platforms/Tools



Video

The District will produce up to two informational videos



Website

The District website will have a dedicated page for School Consolidation Advisory Committee updates and recommendations



FAQs

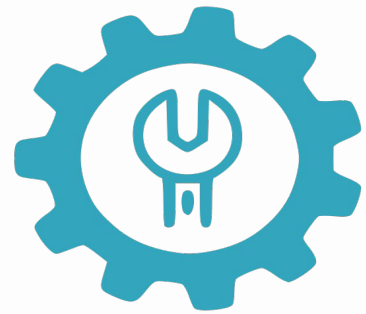
Frequently Asked Questions/Answers will be developed and shared with the public as new opportunities to educate and inform arise



Community Engagement

The District will utilize town hall meetings and/or other types of gatherings that can assist in our awareness and educational efforts

Board and Administrator Communications



Board & District/Site Administrator Tools

We will develop and update messaging and information to support board, district, and site leaders as they engage with stakeholders and the public at large

Communications Timeline at a Glance

This draft timeline is subject to change due to evolving circumstances and community needs.



Communications Timeline By Month*

This draft timeline is subject to change due to evolving circumstances and community needs.

September 2024	October 2024	November 2024	December 2024	January 2025
- Quarterly newsletter item - eBlast: How to apply for School Consolidation Advisory Committee - Announce website hub, upcoming meetings - Social media posts - Messages/info for District leaders & site administrators - Develop FAQs	- Launch awareness campaign via all platforms 1st October eBlast announcing School Consolidation Advisory Committee Members, upcoming stakeholder forums, surveys, Board meetings, updates, etc. 2nd October eBlast - FAQs on budget - FAQs on school consolidation decision-making process - Web hub update - Social media posts - Prepare 1st video	1st Nov eBlast announcing School Consolidation Advisory Committee Members, upcoming stakeholder forums, surveys, Board meetings, updates, etc. 2nd Nov eBlast - FAQs update - Web hub update - Social media posts - Updates for District leaders & site administrators	- Quarterly newsletter item - Monthly eBlast announcing School Consolidation Advisory Committee Members, upcoming stakeholder forums, surveys, Board meetings, updates, etc. - FAQs update on web hub - Social media posts - Updates for District leaders & site administrators - Revise communications plan if needed	- Monthly eBlast announcing School Consolidation Advisory Committee Members, upcoming stakeholder forums, surveys, Board meetings, updates, etc. - FAQs update on Web Hub - Social media posts - Updates for District leaders & site administrators - Revise communications plan if needed *Newsletters, eBlasts, and FAQs will be distributed in English, Spanish, and Vietnamese. Videos will be in English and Spanish. Videos will have Vietnamese subtitles.

Communications Timeline By Month*

This draft timeline is subject to change due to evolving circumstances and community needs.

February 2025	March 2025	April 2025	May 2025	June 2025
- Monthly eBlast announcing School Consolidation Advisory Committee Members, upcoming stakeholder forums, surveys, Board meetings, updates, etc. - FAQs update on web hub - Social media posts - Updates for District leaders & site administrators - Revise communications plan if needed - Announce school consolidation decision and update families, staff, and students on next steps via all platforms	- Quarterly newsletter item - EBlast about school consolidation decision - FAQs update on web hub - Social media posts - Updates for District leaders & site administrators - Prepare 2nd video - Updates for District leaders & site administrators	- Monthly eBlast announcing resources and next steps - FAQs update on web hub - Social media posts - Updates for District leaders & site administrators - Focus on supporting impacted students, families and staff moving forward	- Monthly eBlast announcing next steps in the process, as well as resources and support to those impacted - FAQs update on web hub - Social media posts - Updates for District leaders & site administrators *Newsletters, eBlasts, and FAQs will be distributed in English, Spanish, and Vietnamese. Videos will be in English and Spanish. Videos will have Vietnamese subtitles.	- Quarterly newsletter item - Monthly eBlast announcing resources and next steps - Social media posts - Evaluate communications plan and share learnings

Questions?