

Communications and Engagement Plan – School Consolidation (Revised 2/1/09)

Activity	Description	Responsible	Timeline	Evaluation
SFAC regional community forums	Series of six forums: two in each of the three recommendation areas for North Highlands/Foothill Farms, Del Paso/North Sacramento, and Rio Linda/Natomas.	Facilities staff supported by district leadership and SFAC members	December 2009 through January 2010	600+ attendees, 60+ pages of comments
School site community forums	School site leaders wanting additional opportunities to engage with their school community hold additional meetings as needed.	School site principals, supported by Facilities, CAA, Communications staff.	December 2009 through February 2010	50-250 attendees, varies by site
Discussion points and powerpoint presentations	Information about budget, enrollment, process, and recommendations pulled together into discussion points and powerpoint presentations for use by central office and school site staff conducting community forums.	Facilities and Communications staff.	November 2009, revised January 2010	5 ppts created (SFAC, prelim, revised, brown bag, 1/28 bd mtg) and listed on web site
Web site special section	The Facilities Advisory web page on the Twin Rivers web site contains: <ul style="list-style-type: none"> • Preliminary and revised recommendations • Overview of the SFAC • Notes from each meeting of the SFAC • Copies of the letters sent home to families • SFAC Discussion points/FAQ • Powerpoint presentations • Summaries of the community feedback • Comments from community 	Communications, Technology, and Facilities staff.	As needed, transition through implementation	Last month, site received 1,736 views for an average of about 2 minutes each
Web site home page banner	Large banner at the top of the home page to grab the attention of every web site visitor and direct them to the Facilities Advisory page.	Communications and Technology staff.	November 2009 through February 2010	Site received 1,736 views for an average of about 2 minutes each

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Web site calendar listings	Each community forum and school site meeting is listed in the calendar section of the Twin Rivers web site.	Communications and Technology staff.	November 2009 through February 2010	Unable to pull out hits specific to this activity
Unique email address	Email address (sfac@twinriversusd.org) created to provide an additional convenient opportunity to provide feedback. Address is listed in all SFAC communications. Emails are listed in the comments section of the Facilities Advisory page.	Communications and Technology staff.	November 2009 through February 2010	To date 30+ email suggestions
K-8 th grade parent phone survey	Phone survey of families in the areas where the significant program change to kindergarten through 8 th grade schools were recommended by the community (FF/NH, DP/NS, RL/N) to ensure that the qualitative feedback received at the forums represents the general population.	Communications staff.	January 2010	3,000 participants of 15,000 (20% sample size)
Electronic Newsletter	Special edition of our electronic newsletter sent the week before the series of board meetings addressing the SFAC recommendations. Edition will include: <ul style="list-style-type: none"> • Description of process • Recognition of the community forum participants • Recognition of SFAC volunteers • Explanation of the budget pressures and choices we face • Listing of opportunities to provide feedback 	Communications staff.	January 2010	Sent to 6,000+ Opened by 1,300+ 768 clicked back to web site for additional info
eWag listing	Link to the Facilities Advisory Page listed in each weekly issue of the eWag.	Communications staff.	Dec. 2009, January 2010, February 2010	Sent to 6,000+ weekly for 6 weeks

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Around Twin Rivers listing	Link to the Facilities Advisory Page listed in each monthly issue of Around Twin Rivers.	Communications staff.	January 2010	Sent to 6,000+ monthly
School Loop listing	Add item in news section of secondary school web sites. News item will provide link to Facilities Advisory Page.	Communications staff.	November 2009 through January 2010	Added to every secondary site web page
Letters and automated calls	Letters (provided in three languages) and to all principals describing process and initial recommendations, inviting to forums. Principals incorporate information into regular calls home.	School site principals, supported by Communications staff.	November 2009	Sent and posted on web site
Flier Distribution	Fliers listing recommendations and all board meetings and SFAC email provided to school sites for distribution.	School site principals, supported by print shop and Communications staff.	January 25	Sent and posted on web site
Media Advisory	Advisory listing board meeting dates and email address for input sent out the week before the first board meeting on the recommendations.	Communications staff.	January 25	Sent to media list and run in Bee, Fox 40, KCRA
Media Release	Release sent out to media outlets listing final recommendations.	Communications staff.	After board vote on the plan	Board results sent to all media outlets Feb. 16
Editorial board meeting	Discuss potential recommendations, community engagement process, TRUSD achievements, implications of the current budget climate, current school choice climate, implications of RTTT.	Superintendent and Board President, supported by Communications staff.	Week of January 28	Requested January 26, 2010

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Principal Meetings	Discuss preliminary and revised recommendations with principals and provide them with discussion points, powerpoints, and fact sheets to be shared with their site staff and families.	Facilities and Communications staff.	November 14 and January 13	Conducted district-wide
School site staff meetings	Principals share the preliminary and revised recommendations with site staff.	School site principals, supported by district leadership and Communications staff.	November 15 through February 16	Conducted at all sites the day after principal mtgs
Central office brown bag lunch	All central office employees are invited to preview the SFAC presentation and provide feedback about information that is unclear or needs to be changed or added.	Superintendent, Facilities, Business, CAA, and Communications staff.	January 26 and February 2	Conducted on both days, 100 attendees
Board meetings	Provide an extended community engagement period through February 16 that encompasses three board meetings that are opportunities for public comment on the Superintendent recommendations to the Board.	Superintendent, Facilities, Business, Human Resources, CAA, and Communications staff.	January 28, February 2, February 16	More than 300 attendees (1/28), 400 attendees (2/2), 50 attendees (2/16)
Employee Relations Council	Discuss the revised recommendations and human resources implications with ERC members from every school site.	Superintendent and Human Resources staff.	January 25	Conducted
Superintendent Representative Councils	Discuss the revised recommendations and human resources implications with SRC members from every school site.	Superintendent and Human Resources staff.	January 2010	Conducted with certificated and classified councils