

# South Kingstown School Building Projects

## Communication / Engagement Plan Spring 2021



**BUILDING  
OUR FUTURE  
TOGETHER**

SOUTH KINGSTOWN  
SCHOOL FACILITIES

UPDATED DRAFT 4-5-21

### GOALS

- To ensure residents are aware of the proposed school building projects, including the need, scope, costs, financing plan, timeline, and other critical information;
- To provide updates to the community on key developments in the process;
- To create a variety of community engagement opportunities, in which residents can both learn about the proposed projects and share their questions and comments; and
- To encourage participation in the referendum vote on Tuesday, May 4, 2021, in which voters will approve or reject the \$85 million bond to finance the projects.

STRATEGY	DESCRIPTION	TIMELINE
<b>Collateral: Digital and Print</b>		
Project Website <a href="http://www.sksdbuild.org">www.sksdbuild.org</a>	Continuously updated with the latest information about the proposed projects	Ongoing
Fact Sheet		
Question/Comment Form & FAQs		
Email updates: Project List	Updates to residents subscribed via website	Ongoing
Email updates: SKSD	Updates to SKSD families and staff	Ongoing
Social Media	2-3 posts per week on SKSD Facebook account	Ongoing
Special Election Voter Guide (Town)	Newspaper insert, available at Town Hall	Printed mid-April
<b>Live Engagement Events (All virtual)</b>		
Targeted Meeting: Community Leaders	Session for business, nonprofit, faith, etc.	April 7 (7:45 – 9:00 am)
Targeted Meeting(s): SKSD Staff	Sessions for educators and other school staff	Participate in existing meetings (schedule to be confirmed)
Targeted Meetings: Abutters	Sessions for project site abutters at Curtis Corner and Broad Rock	April 14 & 15 (5:30 – 6:30 pm)
Targeted Meetings: PTOs	Sessions for PTOs from each of 7 schools	Participate in existing meetings (schedule to be confirmed)
Community Forum (General Public)	Presentation and Q&A (streamed)	April 28 (6:00 – 7:30 pm)
School Building Tours	By appointment, as viable during COVID	As needed, scheduled by the district
School Building Committee Meetings	Regular opportunities for residents to hear project updates and participate in public comment	Ongoing
School Committee Meetings		
Town Council Meetings		
<b>Media Strategy</b>		
Press releases / outreach	Alert local media about project developments	Various dates, March - April
Interviews with project leaders	Make Town/District officials available to press	TBD, as needed

Other placed media content	Potentially guest op-ed, letters to the editor	TBD
Paid display ads	Ads in two newspapers (print and digital) promoting 4/28 forum and 5/4 vote	Weeks of April 12 and 19
<b>Project Milestones to Communicate</b>		
Submission of Stage II to RIDE	Announce submission of Stage II application	Submitted, February 4
School Building Committee Members	Announce application process, appointments	Posted, March 21
RFQ for Architect/Engineer	Advertisement and selection	Starting April 2
Bond Vote Process and Dates	Timing and options for mail, in-person ballots	Publicized, starting March 24
Preliminary RIDE notification	Potential feedback from SBA on Stage II app.	TBD in April
<b>BOND VOTE</b>	<b>Special election to approve or reject financing</b>	<b>TUESDAY, MAY 4</b> (plus early and mail-in voting)
State Decisions on Stage II Submission	Decisions from RIDE, Council/Board of Ed.	May 17 (estimated)

DRAFT