

School Building Committee

Public Information and Outreach Activities
October - December 2020

Communications Subcommittee WORK PLAN

Updated November 9, 2020



**BUILDING
OUR FUTURE
TOGETHER**

SOUTH KINGSTOWN
SCHOOL FACILITIES

Date	Activity	Notes
Weeks of October 19 & 26	Communications infrastructure set-up	Various steps completed, including: <ul style="list-style-type: none"> • Domain name secured: www.SKSDbuild.org • Project logo options designed and reviewed, final logo selected • Publicity schedule drafted, edited, and approved • Community questionnaire drafted, edited, and approved • Postcard content drafted, edited, and approved • School exteriors photographed for website • MailChimp account created • Quotes for printing/mailing job collected, vendor selected • Newspaper advertising costs and schedules determined • Messaging platform drafted (in progress)
Monday, November 2	Communications Subcommittee Meeting	Review and finalize plans for public information and outreach activities in November.
Wednesday, November 4	School Building Committee Meeting	Update SBC on communications / publicity plans and timeline.
Monday, November 9	Communications Subcommittee Meeting	Discuss format and logistics for Community Presentation on November 30.
Tuesday, November 10	DEADLINE: Send postcard and mailing list file to printer.	Postcard contains: <ul style="list-style-type: none"> • Brief statement about Stage II submission, including major projects and estimated costs • Link to project website (preliminary) for additional details • Announcement about November 30 Community Presentation • Request to complete community questionnaire
Wednesday, November 11	VETERANS' DAY	
Friday, November 13	DEADLINE: Finalize content of digital tools.	The following tools must be ready for residents to view: <ul style="list-style-type: none"> • Questionnaire • Website (initial release; additional content to be added later)

Friday, November 13	Postcards mailed	Printer sends postcards via USPS to approx. 13,000 homes of registered voters in SK.
Friday, November 13	<i>DEADLINE: Send (unpaid) press announcements.</i>	Share press release and calendar listing to South County Independent and Narragansett Times for publication weeks of November 16 and 23.
Saturday, November 14 – Monday, November 16	Postcards estimated to arrive in homes	Residents begin to visit website, complete on-line questionnaire, save the date for 11/30.
Monday, November 16	Launch digital publicity	Notify residents about Community Presentation, website, and questionnaire via: <ul style="list-style-type: none"> • E-mail to project distribution list (MailChimp) • E-mail to school district families and staff • Social media (Town of SK Facebook)
Monday, November 16	<i>DEADLINE: Submit South County Independent ads.</i>	Paid display ads notifying residents about Community Presentation, website, and questionnaire.
Tuesday, November 17	<i>DEADLINE: Submit Narragansett Times ads.</i>	Paid display ads notifying residents about Community Presentation, website, and questionnaire.
Wednesday, November 18 5:00 pm	Communications Subcommittee Meeting	Review initial questionnaire responses, review first draft of 11/30 slide deck.
Wednesday, November 18 6:00 pm	School Building Committee Meeting	Update SBC on communications work and 11/30 event.
Thursday, November 19	First South County Independent ad appears	
Friday, November 20	First Narragansett Times ad appears	
Monday, November 23	Rehearsal: November 30 Slide Deck Presentation	Review and finalize overview slide deck for 11/30 event
Week of November 23	Re-launch digital publicity	Second notice to residents about Community Presentation, website, and questionnaire via: <ul style="list-style-type: none"> • E-mail to project distribution list (MailChimp) • E-mail to school district families and staff • Social media platform (Town of SK on Facebook)
Thursday, November 26	THANKSGIVING	

Thursday, November 26	Second South County Independent ad appears	
Friday, November 27	Second Narragansett Times ad appears	
Monday, November 30	Send reminders about the Community Presentation	<ul style="list-style-type: none"> • E-mail reminder: project distribution list (MailChimp) • E-mail reminder: school district families and staff • Social media reminders
Monday, November 30 6:00 – 7:30 pm	Community Presentation	<p>Online event to:</p> <ul style="list-style-type: none"> • Provide residents an overview of the proposed projects • Share preliminary findings from questionnaire • Respond to residents' comments and questions in the questionnaire • Outline next steps
Tuesday, December 1	Community Presentation Follow-Up	<p>Share via e-mail lists and social media:</p> <ul style="list-style-type: none"> • Summary of Community Presentation • Link to video(s) on-demand • Link to questionnaire for continued feedback
December 2 and 10 6:00 pm	Superintendent's Listening Sessions	Superintendent and SKSC host virtual sessions for residents to comment and ask questions about the proposals