

Building Oversight Committee - Public Outreach Running Agenda 2021-2022

<https://capeelizabethschools-org.zoom.us/j/83829260093>

Members:

Heather Altenburg - School Board Chair
Kimberly Carr - School Board Vice-Chair
Chris Record - Superintendent
Michelle McClellan - Assistant Superintendent
Hannah Lilly- Colby Co. Engineering
Nicole Boucher - Town Council member
Tim Thompson - Community member
Alexander Green - Community member

Purpose:

The purpose of the Public Outreach Sub Committee is to inform and educate, to the best of our ability, the public about the upcoming referendum in June of 2022. We will use a variety of methods to reach the public and explain, through facts, why the School Board voted to move forward with new construction for Pond Cove and the Middle School while continuing working to maintain the High School. The committee will report back to the Building Oversight Committee once a month when we meet as well as provide an update for the School Board once a month.

Introductions:

Why are you interested in this sub committee?

Clarification of scope:

Who?

Who are we communicating with? Let's focus our energy on the range of 30%-70% invested and not worry about the outside edges. These folks may be:

- Retirees
- Folks who are not educated about the project
- Folks who receive negative media about the project
- parents of incoming/current elementary/middle school
- parents of high schoolers
- People who are concerned about tax increase

What?

What is being said about the project? What are the objections?

- Money (multiple points: concern about personal taxes; concerns about "wasting" money; concerns about how this will impact the bond rating)
- Timing - with current state of supplies

- Enrollment and equity (money, opportunity, ability, etc.) concerns (and potential addition of Pre-K)
- Environmental impacts
- No need for new buildings
- Push to renovate current buildings
- Worried about disruption of education for the students
- General uncertainty
- Security issues - dealing with them now vs waiting for new school(s)

How?

How will we respond to the objections?

- Neighborhood gatherings
- Door to door flyers/ mailings
- Presence in the Courier - letters to the editors, SB newsletters, separate flyer
- Tours - in person and virtual (and interviews with students, educators, and other teachers explaining some of their current challenges)
- Presence at school events - athletics, theater
 - Make a calendar to fill out events taking place
- Presence around town - IGA, library, transfer station, recycling center C. Salt, youth sports events, Boy & Girl Scouts
 - Make a calendar of dates to be present
- Hold forums - online and in person (SB or superintendent)
 - Specific topics
- Update QA section of the website regularly and as needed
- Social media push
- Presentations for other town organizations (Lyons Club, Rotary Club, Historical Society, CEEF, Friends of Ft. Williams, Library - "Community Conversations" etc.)
- Parents associations
- Engagement - could we create a contest, event, something specific to promote the project?

Where?

Where are we talking with them/ engaging in conversations?

- At sporting and theater events
- Around town at IGA and library
- Social media (Using CESD pages)
- Forums
- Neighborhood gatherings

When?

Create a calendar

- Neighborhood gatherings?
- Walking door to door?
- Presence in the Courier? - every month

- Tours? - virtual ASAP, in person May (start advertising in April)
- Presence at events - now until June
- Forums - once a month? Closer to April, May and June?
- Social media push?

Action items:

PUBLIC OUTREACH SUBCOMMITTEE (suggested from the Building Oversight Committee)

1. SUGGESTED TASKS:

- Schedule of dates/times to hand out flyers at school events and popular spots in town
- List of volunteers to help coordinate schedule
- List of groups to present school project to (including neighborhood associations, nonprofits, service group outreach, Rotary Club, Boy Scouts/Girl Scouts, etc.) and tentative schedule
- Suggested list of marketing materials and costs (printing, potential graphic design, ads in Cape Courier, etc.)
- Rollout and upkeep of website (Created on CESD website, to be shared on town website) - including walk-thru video tour, social media presence, etc.
- Plan of action to reach people with no kids or grandchildren in the district

By the next meeting bring 3 names of people who are committed and willing to help. This Public Outreach will take people power and need it! We need a “street team” to help get the word out.

Consider a “motto” or catchy phrase to use to help sell the project

November

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
		16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

December

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

January

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

February

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

March

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12

13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

April

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

May

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

June

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
			1	2	3	4
5	6	7				