

**DRAFT**  
**School Modernization Committee**  
**Communication Subcommittee**  
**Communication Plan**

**Goals of the Communication Subcommittee**

- Provide detailed and timely information to all Cheshire citizens on the work of the School Modernization Committee and its proposals.
- Provide information that will encourage enthusiasm and energy for support of the work of the School Modernization Committee.

**Target audiences**

- Parents with students in the schools
- Citizens without students in the schools
- Seniors
- Cheshire businesses
- Community organizations
- Town government agencies
- Board of Education

**Key messages**

- Parents with students in the schools-
  - Program benefits to children
  - Plans for doing construction in a manner that is least disruptive to the educational process including phasing of new construction and/or renovations
  - Impact on each facility
  - New/updated facilities allow for modern programming
  - Financial implications to taxpayers
- Citizens without students in the schools-
  - Financial implications to taxpayers
  - Impact on home values
  - Use of new facilities by community groups
- Seniors-
  - Financial implications to taxpayers
  - Impact on home values
  - Use of new facilities by community groups
- Cheshire businesses-
  - Financial implications
  - Real estate impact
  - Use of new facilities by business groups
- Town government-
  - Program benefits to children
  - Financial implications to taxpayers
    - Decision-making process for final plan
    - State reimbursements

- Potential savings from plan including potential phasing of projects and financial savings from closing buildings
  - Impact on home values
- Board of Education-
  - Program benefits to children
  - Plans for doing construction in a manner that is least disruptive to the educational process including phasing of new construction and/or renovations
  - Impact on each facility
  - Short term and long term budget implications

## Potential activities

- Create a short bulleted summary of meetings. Collect text numbers and emails from interested citizens. Post this summary on the Community Forum, Education Forum and other Facebook groups. Send out to interested people via text or e-mail. Send summary to local papers.
- Similar to the item above, write a monthly letter-to-the editor.
- Create a Facebook/Instagram page (and possibly Twitter account) as our webpage to limit overlap and get the message out quickly and precisely. Webpage would be a good landing page if we want to archive information for people to access or provide more dynamic data.
- Hold periodic in-person or online meetings with numerous groups to inform people, in person, on our progress. We could advertise our availability to groups such as:
  - School PTOs
  - Senior Center
  - Sports organizations
  - Chamber
  - Cheshire Education Foundation
  - Other civic groups and centers of influence
- Create some simple and effective documents to hand out similar to the ones we saw from South Windsor. (It would be great if the town would be able to mail these out once a referendum is in sight?).
- Support the creation of an independent PAC to support the passage of the referendum. This group would be composed of parents and other citizens, and would be financed by local businesses and donations from individuals. This group would take a lead in communicating the details of the proposal in the key pre-referendum time.

October 18, 2020