

Communication Plan

Superintendent's Community Facilities Task Force

Overview

To ensure cohesive communication surrounding the Task Force, its members and its work.

Objective

To provide clear and concise messaging that conveys the purpose, goals and benefits of the Task Force.

Communication Channels

To achieve the objective, the following channels will be utilized (as applicable):

- social media
- press releases
- Local media (newspaper, radio, television - news)
- District website
- District newsletters
- Email blasts
- Community forums (to hear feedback from non-Task Force residents and stakeholders)

Content Strategy

In the spirit of transparency, information regarding the Task Force will be released at minimum as follows:

- Social media recap of each meeting released the following morning
- Website updated the following morning of each meeting to include:
 - Meeting presentation(s)
 - Meeting Notes

The Do's and Don'ts of Communication

- DO tell us if you've been contacted by media personnel
 - Bring all correspondence to Task Force meeting(s) and give to Lydia
- DO tell us if a board member contacts you
- DO NOT engage with negative correspondence (i.e. social media posts, direct messages, text messages, letters, etc.)

- We are here to support you. Let us know if you are receiving any inappropriate or concerning correspondence so we can assist you in responding accordingly if needed.

Talking Points *As the need arises, additional talking points will be provided.

- The purpose of the Superintendent's Community Facilities Task Force is to work collectively to bring recommendations regarding school and administrative consolidations and closures, with successful student outcomes being the bedrock of the work.
- It has been identified that Columbus City Schools spends more on operations and facilities maintenance than academics, which is something that needs to be addressed.
- The Superintendent's vision is to realign resources to provide students with better learning environments that will increase student outcomes and success.
- The Task Force is charged with providing recommendations by June 2024, and implementation taking place no sooner than August 2025.
- Task Force members are a diverse group of individuals that include CCS students and parents, community leaders, faith-based leaders, business and governmental partners, all with direct ties to Columbus City Schools.

Point of Contact:

- Lydia Wiggins, Manager of Organizational Development
- She will relay any communication or media needs to Letrece Griffin, Chief of Communications.