

Patrick Henry School Opening Communications Plan

KEY:	Blue - Communications	>> External Communications Push	Black - Actions/Milestones		
Action	Target Audience	Timeline	Method of Communication	Notes	
	Finalize agenda for community meeting on December 5	n/a	Tuesday, November 13	Email	
>>	Announce community meeting on Wednesday, December 5	PH listserv	Wednesday, November 13	Mailchimp email, PH project page, PH calendar, PH social media, PH school newsletter (through principal)	Communication of timeline and expectations; initial transportation changes. Pizza, childcare, interpretation, av support, video recording
	Arrange translation, food and childcare for community meeting on December 5	n/a	Thursday, November 15	n/a	
>>	Video walkthrough of new school/rec (production)	PH families and staff; general public as FYI	Week of December 3	School communications (newsletter, social media, website, Bb email) and listserv, post to project website	
>>	Reminder of community meeting on Wednesday, December 5	PH listserv	Monday, December 3	Mailchimp email	Communication of timeline and expectations; initial transportation changes. Pizza, childcare, interpretation, av support, video recording
>>	Meeting with PH staff - communication of timeline and expectations	PH school staff	Wednesday, December 5 @ 3 p.m.	Through principal	Key facilities staff and principal
>>	Community Meeting - communication of timeline and expectations; initial transportation changes	PH families, staff, community and interested parties	Wednesday, December 5 @ 6:30 p.m.	Mailchimp email	Childcare, pizza, interpretation, av support, video recording
	Post video recording and presentation from Dec. 5 community meeting on Patrick Henry project page and school website	General public	Friday, December 7	Website	
	Arrange translation, food and childcare for community meeting on January 9	n/a	Monday, December 10	n/a	
>>	Send save the date for ribbon cutting	City council, board, SLT, principals, construction team, architects, project manager, parks and rec. city manager, ph list serve, advisory committee	Week of December 10	Mailchimp email	
	Event planning for ribbon cutting	TBD	Wednesday, December 12 - Tuesday, January 22	n/a	Safety/security, custodians, principal, key facilities staff
>>	Schedule hard hat tours - VIP	n/a	Week of December 17 for January (TBD based on status of construction)	n/a	
>>	Communication about availability of hard hat tours, sign up, etc.	School Board, City Council, City manager, Park and Rec, advisory committee members	Week of December 17 (To be confirmed based on status of construction)	Email invitations and scheduling by School Board - Susan Nielson	
>>	Update to PH listserv - keep community informed about progress at the school and rec center (general, broad strokes of interest to parents, students, community) and announce community meeting on Wednesday, January 9	PH community and advisory group	Monday, December 17	PH listerv and advisory committee	
	Staff Meeting - Moving Logistics	PH school staff	Wednesday, December 19 @ 3 p. m.		
	Draft agenda for community meeting on January 9		Tuesday, January 2		
>>	Send invitations for ribbon cutting	City council, board, SLT, principals, construction team, architects, project manager, parks and rec. city manager, ph list serve, advisory committee	Thursday, January 3	Mailchimp email	
>>	Invitations to media	Media list	Thursday, January 3	Mailchimp email	

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Draft presentation for community meeting on January 9	n/a	Friday, January 4		
Conduct dignitary hard hat tours early January (tentative)	School Board, City Council, City manager, Park and Rec, advisory committee members	Dates TBD based on status of construction	Email invitations	Led by architect
>> Reminder of community meeting on Wednesday, January 9	PH listserv	Monday, January 7	Mailchimp email	Share agenda. Pizza, childcare, interpretation, av support, video recording
>> How-to video on getting to and leaving school		Week of January 7 (pending weather and status of construction)		
>> PH staff walk through and orientation	PH school staff	Wednesday, January 9 @ 3 p.m.	Through principal	Key facilities staff and principal
>> Community meeting - logistics arriving, leaving, etc.	PH families, staff, community and interested parties	Wednesday, January 9 @ 6:30 p.m.	Mailchimp email	Childcare, pizza, interpretation, av support, video recording
>> Share how-to video on getting to and leaving school	PH families and PH listserv	Run for Thursday, January 10 through Wednesday, January 30	PH school website, PH project page, PH social media, school newsletter, link in text message, Blackboard email, PH listserv and community advisory group	
>> Ongoing comms around new bus lanes/parent drop-off, crossing guards, parking at school	PH families and PH listserv	Thursday, January 10 - Tuesday, January 22	Blackboard email, school newsletter, school social media, PH listserv, advisory group, text messages, robo call	
>> Parent meetings at varying times of day around drop-off/pick-up logistics		Mid-January leading to school opening (dates and times to be scheduled)		
>> Post video recording and presentation from January 9 community meeting on Patrick Henry project page and school website	PH families, staff, community and interested parties	Friday, January 11	Website	
Staff move-in phase I		Friday, January 11 - 13		
>> Update to PH listserv - keep community informed about progress at the school and rec center (general, broad strokes of interest to parents, students, community)	PH community and advisory group	Tuesday, January 15	Mailchimp email	
Staff move-in phase II		Friday, January 18 - Saturday, January 26	n/a	Continued move-in activities concurrent with school opening and occupation from January 22 - 26
Video or photo slideshow walkthrough of new school/rec (production)		Week of January 14 (weather and construction status dependent)		
>> ACPS Express - walk through video; we're ready to open tomorrow	PH families and general public	Monday, January 21	ACPS Express, school communications and listserv, post to project and school websites	
School opens with students		Tuesday, January 22	n/a	
>> New bus lanes operable (needs comm)		Tuesday, January 22	n/a	
>> Communication push around first day	PH families and general public	Tuesday, January 22	n/a	Social media, website with images of students in class on first day with quotes
>> Media briefing ahead of ribbon cutting	Local media	Wednesday, January 23	Calls	
Ribbon cutting ceremony/dedication	TBD	Thursday, January 24, 9 a.m.	Onsite	
Tours following ribbon cutting	Attendees at ribbon cutting event	Thursday, January 24, 10 a.m.	Onsite	
>> News release	Local media	Thursday, January 24		
>> ACPS Express post - Ribbon cutting images	General public	Monday, January 28	ACPS Express	Images of students in class on first day with quotes