

## Engagement Plan

### Superintendent's Community Facilities Task Force

#### Overview

The Superintendent's Community Facilities Task Force Engagement plan is designed to promote a greater understanding of CCS, align the Facilities Master Plan with the District's mission, and enhance collaboration between the District and the greater Columbus community to advance student achievement.

This plan provides an opportunity to educate residents. It is structured to provide content and context on how the District's facilities work in tandem to accomplish the mission. The goal is to build the community's intellectual capacity to enable us to reframe, redesign, and reimagine how Columbus City Schools delivers education.

The school consolidation process is an opportunity to evaluate, audit, and reinvest in our facilities to modernize how students are served.

The strategic plan defines the path forward by building on the District's success and opportunities for growth. This plan provides tactics to support three priorities: ensuring all stakeholders understand how the curriculum, community, and facilities are interdependent.

#### Objective

The Superintendent's Community Facilities Task Force Engagement plan is designed to foster a greater understanding of CCS, the strategic alignment of the Facilities Master plan with the District's mission, and strengthen the collaboration between the District and the greater Columbus community to advance student achievement.

- To educate the community on the current status and vision of CCS and its facilities.
- Explore opportunities to reimagine, innovate how CCS delivers education and invests in its facilities.
- To Build trust and promote stability of CCS and its commitment to invest in the infrastructure of the community.

#### Target Audience

Stakeholders of Columbus City Schools (i.e. students, parents, staff, Greater Columbus Community organizations, governmental agencies, faith-based leaders, etc.)

ACTION ITEM/TACTIC	DUE DATE	RESPONSIBILITY	TARGET AUDIENCE	GOAL	BUDGET	STATUS
Earned Media Opportunities <ul style="list-style-type: none"> <li>Media Interviews, press conferences and releases, and media pitches</li> </ul>	February 2024 - June 2024	Comms	Greater Columbus Community	<ul style="list-style-type: none"> <li>To educate residents on the charge of the CFTF, process and current status of the CFTF.</li> </ul>		
Our Schools Panel Discussion	May 2024	BOE Comms Engagement Superintendent	Greater Columbus Community	<ul style="list-style-type: none"> <li>To reframe and refocus the conversation to give historical overview of CCS, current status and vision to reinvest in facilities to maximize educational outcomes for students</li> <li>Educate the community on how reimagining facilities advances the Portrait of a Graduate work and overhaul of the District               <ul style="list-style-type: none"> <li>Panelists should include Dr. Chapman, United Way, CMHA and CFTF co-chairs</li> </ul> </li> <li>Theme: Redesigning, Reframing and Reimagining Education in Columbus City Schools</li> </ul>		
Key stakeholder meetings/presentation	April-Decem ber 2024	CFTF and Superintendent	Key Stakeholders Internal <ul style="list-style-type: none"> <li>Students</li> <li>Staff</li> <li>Family Ambassadors</li> </ul> External <ul style="list-style-type: none"> <li>Parents</li> <li>Business</li> <li>Faith-based Leaders</li> <li>Elected Officials</li> </ul>	<ul style="list-style-type: none"> <li>Educate key stakeholder on the how the work aligns to the academic success of the District</li> <li>Small presentations to report the current status of the CFTF process               <ul style="list-style-type: none"> <li>Themes: Redesigning, Reframing and Reimagining Education in Columbus City Schools</li> <li>Right sizing the CCS to deliver extraordinary educational experiences to students</li> </ul> </li> </ul>		
Community Surveys	March 2024 (criteria survey) May 2024 (recommend	Comms	Greater Columbus Community	<ul style="list-style-type: none"> <li>To gather input on the community vision for CCS and proposed recommendations.</li> <li>Evaluate if the key messages presented during the engagement sessions are understood by the public.</li> </ul>		

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Video Task Force Informationals	March 2024 - May 2024	CFTF Superintendent Treasurer	Greater Columbus Community	<ul style="list-style-type: none"> <li>Educate the community with video explainers on the historical data of school funding, student demographics, current student population and CCS projected growth</li> <li>Playlist on Youtube and posted on District website</li> </ul>		
Social Media/Webpage, Video messages and updates	Ongoing	Comms	Greater Columbus Community	<ul style="list-style-type: none"> <li>Keep the community apprised of the current status of the CFTF's work.</li> </ul>		
Commercials and Public Service Announcements	April 2024 - May 2024	Comms/CFTF	Greater Columbus Community	<ul style="list-style-type: none"> <li>Create advertisement and public service announcement to keep the community apprised of the current status of the CFTF's work</li> </ul>		
Direct Mailers	May 2024, July 2024	Comms	Greater Columbus Community	<ul style="list-style-type: none"> <li>Oversize postcards with key points and messages from the CFTF.</li> <li>Delivered electronically and mailed to residents.</li> </ul>		
In-person and Virtual community forums	May 2024	CFTF/ Superintendent/ BOE		<ul style="list-style-type: none"> <li>Hosted by Task Force members with the support of CCS administration to educate the public on the process and recommendations</li> <li>Series should work in conjunction to build understanding of the strategy and plan to build a stronger Columbus by investing in education.</li> <li>Interactive Activities to generate ideas from the community on how closed buildings can be used</li> <li>District should seriously review and consider the ideas generated to reassure residents that properties will not sit fallow.</li> <li>Potential Session Topics               <ul style="list-style-type: none"> <li>Interactive Reimaging Capital (Facilities) Investments to Build a Stronger School and Community Ecosystem Work Sessions</li> <li>Reimaging investment in Schools to impact the Community</li> <li>Maximizing school facilities to advance career tech education</li> <li>Educational Co-ops</li> </ul> </li> </ul>		

Gallery Walks	May 2024	CFTF				
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**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
- Monthly update from Superintendent to the Board of Education

**Point of Contact:**

- Letrece Griffin, Chief of Communications & Engagement