

## Communications Subcommittee Charge

The Communications Subcommittee is charged with ensuring that the activities, progress, and results of the CMS Building Committee are regularly communicated to the school community and citizens of Concord in a regular, timely, transparent and thorough fashion. This subcommittee will meet on an as-needed basis.

## Communications Plan

The CMSBC Communications Plan will consist of 5 primary components:

1. Online Presence
2. Distribution of Updates
3. Social Media
4. Liaison Relationships
5. Public Events

### 1. Online Presence

Dedicated Page on School District Website, to include:

- ▢ Welcome/ Announcements
- ▢ Committee Charge
- ▢ Sub-sections:
  - Committee Members
  - Meetings and Agendas
  - Documents
  - Presentations
  - Building Committee Updates
- ▢ Link to Town of Concord page

Dedicated Page on Town of Concord Website\*, to include:

- ▢ Meetings and Agendas
- ▢ Finalized and Distributed Documents
- ▢ Link to School District page
- ▢ Other as defined by Town of Concord

\* *Town of Concord web page to be managed by Town of Concord Information Officer.*

## Process

- ▢ All documents for posting on the District web page should be approved by a Communications Subcommittee member or Executive Committee member and sent to the Superintendent's office
- ▢ The Superintendent's office will post all relevant documents and share with the Town of Concord.

## 2. Distribution of Updates

Updates on milestones and progress will be posted on the CMSBC website and sent to a distribution list of interested groups.

- Updates will be sent, by the Superintendent's Office, as "Headlines" to be included in groups' newsletters, with links to the full updates.
- Distribution list to include (*this list may fluctuate*):
  - School Committee Subscriber List
  - Town of Concord Information Officer
  - Finance Committee
  - Concord Journal
  - Parent Teacher Groups ("PTGs")
  - SEPAC
  - League of Women Voters
  - ConcordCAN
  - Climate Action Advisory Board
  - Sustainable Concord
  - NRC
  - Concord Ed Fund
  - Concord Rotary
  - Chamber of Commerce
  - Local Preschools
  - Tax Fairness Committee
  - Others as requested

### Process

- A Concord Public School Representative will write updates and headlines after each meeting.
- Updates will be sent to Communications Subcommittee for approval and to Executive Committee for reference.
- Once approved, the Superintendent's Office will distribute to the list.

## 3. Social Media

Milestones and announcements will be sent out as relevant through Social Media.

- The Superintendent will Tweet/ post on behalf of the schools on Twitter, Instagram, and Facebook.
- The Town Information Officer will Tweet/ post information periodically on behalf of the Town on Twitter, Instagram, and Facebook.

### Process

- The Superintendent will integrate approved CMSBC posts into her regular stream.
- The Superintendent's office will include the Town Information Officer on distribution of Updates. The Town Information officer will post as they feel appropriate.

## 4. Liaison Relationships

The CMS Building Committee has several liaisons to other committees. There are also liaisons from other interested groups who attend meetings to stay abreast of progress.

- We will include all liaisons on our Update distribution list.
- CMSBC Liaisons to other committees (i.e. Select Board and School Committee) will use the approved Updates to report back to their constituent committees.

### Process

- The Superintendent's Office will include all designated liaisons on distribution of approved CMSBC Updates.

## 5. Public Events

The CMS Building Committee will periodically host events to share out information and collect public input.

- "Coffees" will be held every 1-2 months (or as needed) to allow residents to hear the latest updates and ask questions.
- Public Forums will be held during Design planning to gather public input.
- The Public Events topics will follow the approved Updates.

### Process

- The CMSBC Communications Subcommittee will schedule coffees and forums.
- Coffees will be hosted by at least one member of the CMSBC Communications Subcommittee or Executive Committee and one other Building Committee member.
- The CMS Building Committee will determine when to host Public Forums.
- Public input gathered at Public Events will be shared at regular Building Committee Meetings.