

EDUCATING THE PUBLIC ON THE VOTE FOR THE FEASIBILITY STUDY

AGENDA

1. Up to 30 Minutes: Brainstorming the following in full group
 1. Constituent Groups
 2. Concerns and Questions Groups may have
2. 30 Minutes: Chose the group you would have the best amount of insight in reaching out to and join that group.
3. Up to 30 Minutes: Reporting back out to the group

WHO ARE OUR CONSTITUENTS

1. Consider relevant demographics as relevant
 1. Age group
 2. Role in community
 3. Connection to the school
 1. Parent
 2. Employee
 3. Retiree
 4. Alumnae
 4. Concerns they may have
 5. Residence
 6. Other relevant factors

WHAT CAN WE DO TO REACH CONSTITUTENTS

- Depends on:
 - Your role
 - Superintendent and School Committee (as a result SBC) can take a position in support of the building project. No other employee should do so in their official position.
 - When you are advocating
 - Superintendent and School Committee (as a result SBC) in official role/during work hours
 - All other employees as private citizens off work hours
 - What resources you are using to advocate
 - No fundraising
 - Public resources may not be used to promote or oppose a ballot question

WHAT CAN WE DO

- Use of public resources by SC and Superintendent to inform the public as opposed to for purposes of advocacy
- Public comments regarding the ballot question
- Hold informational meetings
- Issue statement regarding the districts position through usual methods: press briefing, bulletin board posting
- Analyze the effect of the ballot question
- Provide documents including analysis of and/or position on a ballot question or other public documents to persons requesting copies or persons attending public meetings of a government entity.
- Hold an informational forum, participate in a forum held by a private group and distribute notice of the forum.
- Speak to the press-Superintendent or Chair of Building Committee
- Posting information on a governmental bulletin board or website
- Allow private groups to use a public building for a meeting concerning a ballot question. (both sides)
- Appear on cable television

HOW TO REACH THE CONSTITUENTS

1. In constituent based groups:
 1. Identify ways to reach out to the group
 2. Identify how to address their questions and concerns and any additional ones that you see as relevant
 3. Develop a plan for the outreach to include the when, what, where, who and how
 1. Example:
 1. Coffee hour with tour of Wahconah on Saturday November 19 from 9-11. Provided by the following Committee Members.