



# **PUBLIC OUTREACH OVERVIEW**

## **Jefferson County Board of Education**

**11.28.17**



Thank you for the opportunity.





## TACTICS:



Focus Groups



Online Tools



Stakeholder Groups



Surveys



Public Forums

	DEC	JAN	FEB	MAR
PUBLIC INPUT	<b>INITIAL INPUT PHASE</b>  1-on-1 interviews  Focus Groups Screening Committee Teachers Principals Non-teacher Employees Retired Teachers Parents	<b>COMMUNITY-AT-LARGE INPUT</b>  Survey ~300-person sample  Multiple stakeholder group meetings Partner organizations, neighborhood associations, civic groups, business groups, church groups, small cities and other key groups  Public Forums - 1 per district		March 15 Community Outreach Summary Report
	Develop online input tools  Develop survey  Develop PSA for TV/radio  Create meeting materials	Launch online input tool  Public Announcement of Input process External + Internal tools  Issue PSAs      In-studio Interviews      Newspaper Op-Ed  Materials in libraries, community centers, shelters, etc.  Social media updates and drive visits to website tool		Updates via news release internal channels social media

BANDY CARROLL HELLIGE  
LOUISVILLE / INDIANAPOLIS  
bch.com / @bchagency