



**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

**INITIAL INPUT PHASE**

**COMMUNITY-AT-LARGE INPUT**

1-on-1 interviews

Survey

~300-person sample

Focus Groups  
Screening Committee

Multiple stakeholder group meetings  
Partner organizations, neighborhood associations,  
civic groups, business groups, church groups,  
small cities and other key groups

March 15  
Community Outreach  
Summary Report

Teachers

Principals

Non-teacher Employees

Retired Teachers

Parents

Public Forums - 1 per district

PUBLIC INPUT

Develop online input tools

Launch online input tool

Develop survey

Public Announcement of Input process

External + Internal tools

Updates via  
news release  
internal channels  
social media

Develop PSA for TV/radio

Issue PSAs      In-studio Interviews      Newspaper Op-Ed

Create meeting materials

Materials in libraries, community centers, shelters, etc.

Social media updates and drive visits to website tool

COMMUNICATION

BANDY CARROLL HELLIGE  
LOUISVILLE / INDIANAPOLIS  
[bch.com](http://bch.com) / [@bchagency](https://www.instagram.com/bchagency)