

Community Outreach Outline
revised February 6, 2019

The Communications Working Group of the Fort River School Building Committee (FRSBC) (Heather Sheldon, Diane Chamberlain, Irene Dujovne) has compiled, and the FRSBC has approved, the following as an outline of the forms and frequency of community outreach that will be followed, and updated, throughout the tenure of the Committee's work.

1. Public Website

- a. Frequency: Updated as frequently as possible, so that meeting agendas and notes posted are coincident with meetings
- b. Linked from Town of Amherst's website and advertised in press releases from FRSBC.
- c. Containing all materials that are considered and produced by the committee, to be a reference for committee members as well as the public, consisting of, but not limited to:
 - i. Committee formation documents (Warrant Article, School Committee directions, Committee membership)
 - ii. Meeting Agendas, Meeting Reports, and Links to Amherst Media recordings of meetings
 - iii. Work products of this committee: drafts and finals. (RFP for architect, this Community Outreach Outline draft, etc)
 - iv. Documents and articles circulated amongst the committee (links to MSBA processes, articles on similar projects, etc)
 - v. Press Releases from FRSBC (see below)
- d. To be maintained by FRSBC members, Irene Dujovne and Anthony Delaney

2. Library Binder

- a. Frequency: Updated as frequently as possible
- b. On file in the reference section at the Jones Library
- c. Contents will include committee formation documents, press releases, meeting minutes and agendas, and documents produced by this committee. Drafts and other materials circulated among the committee will be excluded, as computers are available at the library and binder space limited.
- d. Contains translation of the Amherst School Committee's Mission Statement for the FRSBC and March 2018 press release in the 3 most common languages spoken in the Amherst Public Schools.
- e. To be maintained by FRSBC member, Heather Sheldon

3. FRSBC E-mail Address

- a. Purpose: To receive comment from the public. Responses will be made from the Committee Chair (or Chair's designee) as the Chair deems appropriate.
- b. E-mail address is posted on website, in library binder, and advertised in press releases from FRSBC.
- c. Senders will receive an auto response indicating that E-mails received at this address will be forwarded to all FRSBC members.
- d. fortriversbc@amherstma.gov
- e. This e-mail has been set up through town staff and requires no further maintenance.

4. E-mail List Serve

- a. Frequency:
 - i. E-mails to this list serve from FRSBC e-mail address will be sent coincident with public posting of meetings announcing the time and location of the meeting.
 - ii. Press Releases (see below) will also be sent to this list serve.
- b. All e-mails will contain link to FRSBC website.

- c. Participant E-mail addresses for the list serve to be collected via a form on FRSBC website and requests through FRSBC e-mail address
- d. The list serve was advertised in the March 2018 press release and the signup link is prominent on the committee website.
- e. To be maintained by FRSBC members, Anthony Delaney and Heather Sheldon

5. Public Forums:

- a. Frequency:
 - i. 2 total, 1 at each of the following milestones:
 - 1. *When budgets have been nearly refined*
 - 2. *Following first public forum to demonstrate incorporation/response to community feedback.*
- b. Each forum will explain where we are in the processes of the feasibility study and solicit feedback from the public. Feedback can be gathered at the event itself and/or gathered through the committee's e-mail address.
- c. Each forum will be recorded by Amherst Media and available for viewing through the committee's website
- d. Desired location: Town Room at Town Hall; *Actual Location for Forum 1: Amherst Middle School Auditorium*
- e. Timing: Weekday evenings; *Actual Location for Forum 1: Thursday, February 13, 6:30pm*
- f. Advertised through press releases and flyers at Amherst's three libraries

6. Press Releases

- a. Frequency:
 - i. Upon formation of committee (released March 2018)
 - ii. Upon publication of Request for Qualifications for Architect
 - iii. Upon selection of Architect
 - iv. Advertising three Public Forums
 - v. A synopsis of the committee's work upon its completion
- b. Content to be approved by FRSBC
- c. To be distributed to:
 - i. Amherst Bulletin:
 - 1. in press release form
 - 2. and in letter to the editor form if topic lends itself to this format
 - ii. Superintendent's Newsletter
 - iii. PGO newsletters (FR, Crocker, Wildwood, ARMS, & ARHS)
- iv. FRSBC members to coordinate these efforts: Heather Sheldon and Maria Kopicki with distribution help from Deb Westmoreland at the ARPS Central Office

7. "A Window Into ARPS" Video Presentation

- a. *Hosted by Superintendent Michael Morris, presentation by TKSP, and supporting commentary by Committee Chair Jonathan Salvon.*
- b. *Available through Amherst Media*
- c. *Advertised through press release, committee website, and e-mail list serve.*
- d. *Content to reflect completed work of Committee.*