

**Facilities Usage Committee
Communications Plan-Community Forums
Jeffco Public Schools**

Goal:

Inform parents, community members and business leaders about the Facilities Usage Committee Community Forums

Tactics:

- Newsletter communications, including:
 - *Leadership Memo* – July (done)
 - *The Messenger* – Aug. 26
 - *Key Communique* – Aug. 7 & 10 (done)
 - School Newsletter article – Sent in Leadership Memo – July (done)
 - *SuperNews* – Aug.
 - *Chalk Talk* – July 30 (done)
- Other communications
 - News Release – August (done)
 - District home page, Facilities Usage Web page - July/Aug (done)
 - YourHub – August (done)
 - Channel 8 calendars and websites– August (done)
 - City and Chamber publications/meetings – August (done)
 - Arvada Chamber, City of Lakewood, West Chamber, CoHope, etc.
 - PTA – August (sent)
 - Present to principals at articulation meetings (April 2009-done)
 - Article in JSQ as well as small ad in paper (July done, Oct.)
 - External community leaders: chambers, realtors, city/county officials, Superintendent Breakfasts, etc. July/August (done)

Coverage

Arvada Chamber Grand Views E-newsletter (Aug. 3, 2009)

Jeffco PTA Gazette (Aug. 9, 2009 edition)

West Chamber Monday Report e-Newsletter (August 3, 2009)

City of Lakewood Friday Report e-Newsletter ()

YourHub Article “Community Forums Tackle Big Budget Cuts” published Aug. 6, 2009

Mile High News (Jeffco Schools Quarterly Insert) July 30, 2009 (article and advertisement)