

Outreach and Communications Committee

Thursday, March 11th 4:00-5pm

Members Present: Emilie Long, Christine Thompson, Meghan Cherfoli

Topic of Discussion: Elections Update. ***Update notes in red bold letters**

- The voting window will now be from March 24th through March 31st
- Who: 3 parents (Helen Loiacono, Zach Vaughan, Meghan Cherfoli) and 2 teachers (Emilie Long, Brittany Boyajan).

Phase 2: Building Enthusiasm Feb 27th – March 16th	Getting to know your candidates and launching your strategic plan <ul style="list-style-type: none"> <input type="checkbox"/> When declarations close, the School Governance team will send schools a copy of their candidate names and declaration statements. <input type="checkbox"/> Schools must post candidate information on their school/SGC website by March 5th. <input type="checkbox"/> Schools should also consider posting candidate statements at the front of the school or hosting an event where candidates can introduce themselves to the school community.
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Phase 3: Elections March 17th – March 24th	Election Day Support <ul style="list-style-type: none"> <input type="checkbox"/> Voting links will go out to parent/guardian and teacher e-mails on the morning of March 17th and will be resent twice throughout the voting window. <input type="checkbox"/> If voters experience trouble with their ballot they can contact schoolgovernance@fultonschools.org <input type="checkbox"/> Governance facilitators will send updates to schools about voting participation periodically throughout the voting window. <p>School should encourage parents/guardians and teachers to vote in elections.</p>
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Action Plan Update:

Complete Yes/no	By	Task	Supporting Resource	Person Responsible
yes	Jan. 31	Review Council Work Plan & Timeline	Council Work Plan, Timeline & Frequently Asked Questions	all
yes	Jan. 31	Outreach and Communications Meeting to create an action Plan for elections	Council Work Plan, Timeline & Frequently Asked Questions	all
yes	Feb. 2	Notify Parents/Guardians about Candidate Declaration	Principal Letter to Parents & Guardians (pages 15-16 in Election Guide)	Emilie Long to Nikol Boyd

yes	Feb. 2	Notify Teachers about Candidate Declaration	Principal Letter to Teachers (Page 14 in Election Guide)	Emilie Long to Nikol Boyd
In progress	Feb. 3- Feb. 26	Send out messenger updates regarding Candidate Declaration	School Messenger Samples Social Media Content Newsletter Communication Content Marquee	<p>Meghan: PTA Facebook page. *Meghan is going to repost a message urging parents to apply.</p> <p>*Meghan is also going to ask Helen Loiacono and Kim Sonderman to run again.</p> <p>Emilie shared election post on EJ Twitter and on personal FB page.</p> <p>Meghan and Emilie Shared election post on Martin's Landing Social Club FB page and the Martin's Landing Residents Hub. We will share it again. Make post more urgent.</p> <p>Christine Thompson will reach out to Cathy Read or Laura Williams to post in Spots.</p> <p>*It has been posted on Spots and on our website Emilie will ask Erin about the flyers with the QR codes and the posters for teacher election.</p> <p>*Erin has started to post flyers on walls and in bathrooms. Still waiting on carpool from Erin.</p> <p>*Emilie will ask Kelly to advertise on school marquee. Ask Kelly if it's already there.</p> <p>Scripts for school messenger page 23</p> <p>*Forward messages to Nikol so she can text them to our EJ parents.</p> <p>*Regina is going to reach out to Brittany Boyojan to run in the elections</p>
	Mar. 10	Post candidate statements to school/SGC website	Governance facilitators will send candidate statements to schools after declaration period ends	To be determined
	Mar. 10- Mar. 24	Hold candidate Meet & Greet or Forum		<p>*Emilie will get pictures and statements from parent candidates, and Christine will do the same for teacher candidates.</p> <p>*Meghan and Emilie will post declarations and pictures once on Social Media before voting window opens, and a few times again with voting link once window is open.</p>
	Mar. 24- Mar. 31	Voting window		<p>*Ask Nikol to text voting link to parents (make sure text is sent on a different day than parent letter) and include voting link and declarations in parent email and teachers' Weekly Word newsletter.</p> <p>*Christine reaches out to Kelly for Marquee and Spots.</p> <p>Ask Erin about carpool flyers with QR code for voting and posters (teacher declarations) to display on EJ walls</p>

