

Office of the Superintendent of Schools
MONTGOMERY COUNTY PUBLIC SCHOOLS
Rockville, Maryland

November 6, 2019

MEMORANDUM

To: Members of the Board of Education
From: Jack R. Smith, Superintendent of Schools
Subject: Districtwide Boundary Analysis Communication Plan (10-08-19-04-A)

During the Update on the Districtwide Boundary Analysis discussion, Board members requested the following information:

Question A

Ms. Wolff requested information regarding the communication plan developed by staff to ensure that the community is fully aware of the steps MCPS is taking – Is the communication plan in writing? If so, please provide the Board with a copy.

Response

Montgomery County Public Schools (MCPS) staff has been working with the consultants, WXY architecture + urban design, to finalize the communication and work plan documents. This information and all project documents going forward will be posted on the Districtwide Boundary Analysis web page for straightforward access by the community as a whole.

An outline of the time line and approaches for communication and engagement is attached and is available on the [web page](#) for the public. Board members may review the web page and additional framing information.

If you have any questions, please contact Dr. Andrew M. Zuckerman, chief operating officer, or Ms. Essie McGuire, executive director, Office of the Chief Operating Officer, at 240-740-3050.

JRS:AMZ:em

Attachment

Copy to:

Dr. McKnight	Mr. Civin	Mr. Adams
Dr. Navarro	Dr. Johnson	Ms. McGuire
Dr. Statham	Ms. Diamond	Ms. Webb
Dr. Zuckerman	Mr. Turner	

**Districtwide Boundary Analysis
Communication Plan: Outline of Activities
October 2019**

Montgomery County Public Schools (MCPS) and the consultant, WXY architecture + urban design, will work together to share information and receive feedback throughout the project in as many varied means as possible to provide a wide range of opportunities for the community to interact with the project.

Information will be shared through:

- A centrally maintained Districtwide Boundary Analysis [web page](#) where all project and meeting documents will be available to the public;
- Direct e-mail and Connect-ED communications;
- Parent Community Coordinators and other school based outreach;
- Social media; and
- Collaboration with community groups and Parent Teacher Association leadership.

Opportunities for interaction and engagement will include:

- Large group, regional meetings;
- Smaller, targeted focus group meetings;
- Facilitated discussions, qualitative data gathering;
- Stakeholder interviews;
- Interactive mapping tool; and
- Online streaming and feedback.

The communication and engagement will be implemented in two phases.

Phase I, fall and winter 2019: Community awareness and information gathering will aim to increase county residents' awareness around key opportunities and challenges within the current boundaries and provide a platform for discussion.

The following outreach activities will begin mid-November:

- Board of Education Public Hearing, Monday, November 18, 2019;
- Multiple regional open meetings throughout the county;
- Virtual public meeting; and
- Targeted outreach/engagement, such as focus group discussions with communities and key stakeholders.

Phase II, winter 2020: Testing ideas and metrics will involve presenting data and engagement findings from Phase 1 and understanding opportunities and trade-offs between measures of success using an interactive tool developed through the data analysis process. This phase also will use the following approaches, and can be adjusted as needed based on the Phase I experience.

- Development of an interactive mapping tool, with public facing element for public access;
- Multiple regional open meetings throughout the county; and
- Targeted outreach/engagement with key stakeholders.

All communication and engagement activities will adhere to MCPS core values.

Guiding Principles:

- **Contextualize analyses** to issues raised through engagement activities.
- **Eliminate data and research bias** by comparing findings to other relevant school districts.
- **Create comprehensive models** that examine opportunities and trade-offs between key performance indicators.
- **Utilize innovative communication and outreach strategies** to maximize participation throughout the county.
- **Foster an inclusive environment at all engagement activities** to ensure that individuals from diverse racial, ethnic, cultural and economic backgrounds feel welcomed.
- **Encourage participation** through carefully crafted workshop-themed activities.
- **Share analytical findings** through a number of mediums that demystify data analyses and ensure tangible outcomes from engagement activities.
- **Create a feedback loop** by using a variety of online survey tools.