

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

November 20, 2019

MEMORANDUM

To: Members of the Board of Education

From: Jack R. Smith, Superintendent of Schools

Subject: Preliminary Plans Presentation—Charles W. Woodward High School Reopening Project (10-28-19-03-A, -B, -C, -D)

During the *Preliminary Plans Presentation - Charles W. Woodward High School Reopening Project* discussion, Board members requested the following information:

Question A

Mrs. O'Neill requested information regarding the student capacity for the lunch room in the new school.

Response

The Charles W. Woodward High School concept plan focuses on buildingwide distributed serving and seating options. While the cafeteria is slightly smaller than is traditional for Montgomery County Public Schools (MCPS) high schools, seating approximately 600 students, there are numerous spaces designed to accommodate a range of 300 to 400 students at each location. Coupled with seven serving lines throughout the building, lunch operations will focus on a variety of eating location options and expediting food service for students at the new school.

Question B

Ms. Silvestre requested that staff provide Board members with copies of the communications plans used for this project.

Response

To date, staff has implemented a variety of engagement strategies to obtain a broad perspective of interests. Engagement opportunities have ranged from informal parent/guardian group meetings, community presentations, surveys to provide feedback, *Frequently Asked Questions* published on the MCPS website, and video presentations.

Understanding communication and engagement extends beyond parents/guardians and neighbors; early involvement that included County and state agencies also has occurred. Project web pages for both the [Charles W. Woodward High School Reopening Project](#) and the [Northwood High School Addition Project](#) provide project updates and relevant documents for stakeholders as well as all those interested.

Staff will continue to explore new and innovative ways to engage all potential stakeholders about this new high school project. Efforts to date and anticipated include:

- In-person and online community meetings in the Northwood Cluster and adjacent communities;
- Focused web page that includes current and archived information about the project;
- Links to the project page from all Northwood Cluster schools;
- Regularly scheduled e-mail communications to Northwood Cluster families with the expansion to the full Downcounty Consortium as the project proceeds;
- Flyers developed and distributed in targeted areas trafficked by families with young children (ages 0–5) not yet attending MCPS schools;
- Social media posts providing project updates; and
- Social media advertising.

Please reference the attached communication plan for a detailed breakout of communications and outreach planning.

Question C

Ms. Silvestre suggested that staff have principals include in their messages that they send out to their communities the same communications that has been sent out regarding the Woodward project.

Response

Department of Facilities Management staff will continue to partner with staff in the Office of School Support and Improvement to develop consistent and steady project updates for principals to include in their weekly communications. This messaging will focus on all schools within the Downcounty Consortium, as well as the schools within the Walter Johnson Cluster.

Question D

Ms. Dixon suggested that staff explore the possibility of sharing parking with the church that is closely located to the Woodward site.

Response

Staff will engage the Trinity Lutheran Church staff regarding potential parking partnerships that may include overflow options during and after construction is complete. The church is located at 11200 Old Georgetown Road, directly across from the school site and has approximately 80 parking spaces.

Staff will report to the Board any related updates regarding parking partnerships. In addition, staff also will review pedestrian safety options for potential road crossings with the State Highway Administration and the Montgomery County Department of Transportation.

If you have any questions, please contact Dr. Andrew M. Zuckerman, chief operating officer, at 240-740-3050 or Mr. Seth P. Adams, director, Department of Facilities Management, at 240-314-1000.

JRS:AMZ:SPA:sro

Attachment

Copy to:

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

Charles W. Woodward High School/Northwood Holding Center Communication Plan

	Event/Action	Target Audience	Timeframe
In-Person Meetings	Community meetings	All Downcounty (DCC) clusters Neighborhood Home Owner Associations (HOAs) Walter Johnson Cluster	<ul style="list-style-type: none"> • Fall 2019 • Repeated phases through design and construction
	Northwood Construction Steering Committee	Northwood High School feeder middle schools	Through 2025 opening Two phases: <ul style="list-style-type: none"> • Holding Center • Construction
	Communicate through elementary and middle schools' Parent Teacher Association meetings and other community meetings	DCC and feeder elementary and middle schools	
Outreach Messages	ConnectED messages Advertise upcoming meetings Alert to updates on projects or web information	Northwood High School feeder middle schools DCC (occasional) Walter Johnson Cluster	Ongoing
	Flyers	Schools Areas/sites frequented by families with very young children (ages 0–5)	Ongoing
	Mailings		Ongoing
	Web pages: Woodward Project Northwood Project Maintain all documents, updates, notices, and project history/archives	Link to/from all feeder school websites	Ongoing
	Newsletters	All DCC schools Walter Johnson Cluster	Ongoing
Social Media	Next Door	All DCC schools Walter Johnson Cluster	Ongoing: Regular updates
	Twitter	All DCC schools Walter Johnson Cluster	Ongoing: Regular updates
Other Messages	Advertisements Notices in local businesses Social media advertising	All DCC schools	Ongoing: Regular updates