

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

Montgomery County Public Schools 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, November 18, 2019;
- Multiple regional open meetings across 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 I 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 adjust 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 across 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 people from diverse racial, ethnic, cultural and economic backgrounds feel welcomed.
- **Encourage participation** through carefully crafted workshop-type activities.
- **Share analytical findings** through various mediums that demystify data analyses and ensure tangible outcomes from engagement activities.
- **Create a feedback loop** by using a variety of online survey tools.