

MCPS Communications Plan Concerning Reopening 2021

MCPS is committed to communicating effectively; providing useful information to our diverse school community; and engaging with stakeholders regularly to gather input and feedback to support student success. Our efforts demonstrate high expectations for utilizing effective, innovative, and responsive approaches to foster stakeholder engagement. Therefore, we will continue to invest in a variety of approaches to engage stakeholders in the review and update of our Safe Return to In-person Instruction and Continuity of Services plan to ensure that it reflects the current needs of our school community.

MCPS has created an interest survey that integrates MSDE’s priorities and our strategic objectives to serve as one method for gathering and incorporating public input on our plan. The survey will be administered, and modified if necessary, during the ESSER III grant period. Below is the link:

<https://mcpsweb.wufoo.com/forms/mcps-federal-funding-esser-community-survey/>

MCPS has also developed a communications plan that outlines tactics for outreach and information gathering strategies. The communication plan follows:

MCPS’ communications and outreach plan identifies key audiences and tactics to ensure both information is shared and input is received, from the public who reside in our school community. This strategic stakeholder engagement will ensure the community has a voice in identifying the strategies funded by these important federal resources.

Audiences

<p>Board of Education Parents/Guardians/Car e Give rs Studen ts MCPS Employees Employee Associations Community (at large)</p>	<p>Key Community Partners/Stakeholders: Black and Brown Coalition Montgomery County Council of Parent Teacher Associations (MCCPTA) Asian Pacific American Student Achievement Action Group Latino Student Achievement Action Group Montgomery County Alliance of Black School Educators Identity Inc. 1977-II Group County Council/Other County Leadership</p>
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Time Period

MCPS will administer a survey for public comment in July 2021 and periodically throughout the school year as expected.

Current results of that survey can be viewed at the following link.
<https://mcpsweb.wufoo.com/reports/reopening-plan-response-english/>

External Input

Various standing community advisory committees will be engaged, throughout the identified timeline, to inform the tactics of MCPS' communications plan. Examples of key standing groups are the Family Engagement Advisory Team, monthly MCCPTA communications advisory meetings, and MCPS' 2.5 Year Strategic Planning Committee that includes internal and external stakeholders.

Tactics

Tactic	When	Digital	Traditional	Community Outreach
Community Survey	July 2021	X		
Community Survey Press Release	July 2021		X	
Successful Return to School Plan website (a chapter within the plan)		X		
Successful Return to School Plan <i>MCPS Coming Back, Better than Ever</i> Video	July 27, 2021	X		
Community Navigator PopUp Shops	Ongoing			X
Community Navigator Door Knocking	Ongoing and as part of			X

	general issue outreach			
Regular "5 Things You Need to Know" Community Messages that follow Board of Education meetings	Twice Monthly	X	X	
Item of Information to the Board of Education	Ongoing		X	
Videos that show programs, objectives in action in schools	As identified	X		
Goals & Objectives stated and monitored as part of the MCPS Strategic Plan		X	X	
MCPS One-pager Flyer that captures key objectives and quantitative measures such as students served, program applications, and more.	Annually (updated as needed)		X	
MCPS About Us webpage with Record of Success information	Annually (updated as needed)	X		
More as identified				