

MCPS Communications Plan Reopening Fall 2023

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. 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 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

<ul style="list-style-type: none"> ● Board of Education ● Parents/Guardians/Caregivers ● Students ● MCPS Employees ● Employee Associations ● Community (at large) 	<p>Key Community Partners/Stakeholders:</p> <ul style="list-style-type: none"> ● 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
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External Input

Various existing community advisory committees will be engaged, throughout the identified timeline, to inform the tactics of MCPS' communications plan. Examples of key existing groups are the Family Engagement Advisory Team, monthly MCCPTA communications advisory meetings, and MCPS' COVID Operations Advisory Team (COAT) that includes internal and external stakeholders.

Tactics

Tactic	When
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<ul style="list-style-type: none">● Return to School Plan website● Community Navigator PopUp Shops● Community Navigator door knocking● Regular <i>"Things You Need to Know"</i> community messages● Item of Information reported to the Board of Education● **More as identified**	<ul style="list-style-type: none">● July 2023● Ongoing● Ongoing and as part of general issue outreach● Weekly (on Thursdays)● As necessary
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