

Target Populations:

Senior Population

- Groton Herald LTE
- COA Newsletter
- Groton Channel
- Lunch & Learn Events (host at FR)
- **Barometer (reaches all)**

Empty Nest Population

- Facebook ie Groton Town Page etc
- Town Events ie Grotonfest etc
- List Serve

Current & Near Future School Age Population

- Facebook ie Groton Parent Pages etc
- Districtwide email
- Peter Twomey Center Interaction
- PTA/PTO Interaction
- Flo Ro School Council
- SC Newsletter
- Central Office Crier

Events to target with booth/volunteers

- Trunk or treat event (October)
- Holiday Fair (December)
- Groton Road Race (April)
- Grotonfest (September)
- Spring and Fall Sport kickoff days
- Town Meetings (April, October)
- K Registrtion
- PreK Registration
- Homecoming (students & adults)

Places to target with a standing booth

- The Center (COA)
- Library
- Town Hall
- FR Lobby
- Twomey Center
- High School (banner)
- 119 @ Town Hall (banner)
- Cow Pond (banner)

Communication Plan Suggestions

February 2020

- Create a timeline graphic to use on every publication as we progress
- Create a QR code to use on all publications
- Need to create funding group/volunteers – PTAs?
 - Funding for copies, placards, signage, production costs etc.
- Work with LeftField on mirroring Marblehead website and handouts
- Work on videos – include students and give photo credits
 - MSBA process summary
 - Flo Ro tour video w/ cameos from folks with political capital

March 2020

- Kindergarten Registration (is this in March?)
- PreK Registration (is this in March?)
- March 2020 - PDP should be dropped off at the Groton COA, library and town hall. Announcing location of printed copy and electronic copy should be included in the Barometer Spring Edition.
- March 2020 – Barometer Spring Edition to include a frontpage review of where we are to date starting with the SOI highlighting deficiencies with photos of building showing some of more significant problems to where we have now narrowing down the 3 location options. Important to include factors in eliminating other locations. Link to Barometer to be included in Supt. email and regular Principal messages. Barometer Spring Edition link to be circulated on list serve, FB and requested to be distributed by PTA, PTO etc.

April 2020

- Kickoff Spring Sports day(s)
- Groton Road Race (April)
- Town Meeting – 27th
 - play tour video prior to start
 - single page handout – high level front and process overall on back
 - report – with permission of Moderator

May 2020

- Include handout and information from Town Meeting in Barometer

June 2020

- June 2020 - Groton Herald LTE – Following this summary every month or two months until the project is completed a summary of progress should be submitted to the local newspaper and added to the project website. Something more personable than the OPM monthly report.

Summer 2020

September 2020

- Fall Sport Kickoff day(s)
- Grotonfest (September)
- Final option selected

October 2020

- Homecoming (students & adults) – target students as a voting group
- Fall Town Meeting
 - Video timeline/process update
 - High level financials
 - Schematic flyover etc
 - Handout updated of Spring 2020 meeting
- Trunk or treat event (October)

November 2020

December 2020

- Holiday Fair (December)

January 2021

February 2021

March 2021

April 2021

- Groton Road Race (April)
- TOWN MEETING VOTE

May 2021

- Ballot Vote