WPS Capital Project Community Engagement Planning
DRAFT for Discussion

Phases and Objectives:

Phase 1: Inform (January - February, 2018)

What is the current state of the school buildings in Westwood? What are our capital needs?
How and why have school buildings changed in the last 60 years? What will the schools of the future look like?

Objectives:
- Inform the public about our capital needs
- Inform the public about our educational needs

Phase 2: Listen (March - April, 2018)

What would schools look like that meet the needs of our students for the next 30-50 years?
What do we value as a community? What's important to us as we consider our future elementary schools?

Objectives:
- Engage in a visioning process
- Develop criteria to be used when assessing various building project options

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Phase 3: Examine options[1]
What possible options d o we have to meet the needs of our students into the future?

Objectives:
- Evaluate various building project options using the criteria developed during phase 2.
- Assess the value of each option in light of available funding

Phase 4: Decision-Making

Which project option best meets the community's needs and represents a sound investment for the community?

- Determine which option to move forward

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[1] If we get invited into the MSBA process, phases 3 and 4 will need to be conducted in collaboration with the MSBA and we will be required to work with a consultant. The timeline for completing these phases, therefore, will be determined after we know the results of the SOI process.

Questions for School Committee discussion:

1. What mechanisms will we use to engage the community in this process?
2. What activities do we need to engage in in order to achieve these objectives?
3. Should we hire a consultant to run phases 1 and 2?
4. Who should be involved in this process?
5. Should the "listen" phase include a committee that is inclusive of, but larger than, the School Committee?
6. Other issues?

Notes from Meeting October 11, 2017

Community engagement
- Invite to WSC meetings
- Use social media -
  - Have own web site--should we have separate site?
- Multi-blast (need to use many means to reach everyone)
  - Newspaper
  - Social media
  - Presentations
  - Email blast
  - Focus groups
- Survey to gather information
- Of course, need to be clear about message
  - Changes in education
  - Many haven't seen condition of schools
  - Zero in about specific needs
- Who to reach
  - Taxpayers
  - Educators
  - Town leaders
  - PTOs
  - Sports groups
- What are options? (Part of presentation)
- Concern about financial reimbursement - what is town able to fund?
  - Clarification: criteria-based reimbursement
  - E.g., Wellesley got funded
  - At some point (after MSBA notice is Dec) - want to engage town
  - MSBA - cannot get into details of options until after they are involved
- Need to move soon - want to make sure don't get shut out of priorities for town

Do we need a communications consult/expert?
  Will need at phase 3 & 4
  When started a few years back, history wasn't great (didn't use consultant)
  For getting information out to community
  WSC develops message

Have skills, concerned about time
Can be helpful - what are we going to learn from them that we can't figure out ourselves?

WHo will be part of group that runs this process?
Just WSC? Rep group? Larger group?
More stakeholders better - will need advocates in community
Ownership of project - better advocates
Advisory group - not making final decision but providing support and feedback

Other issues:
MSBA - can show which other communities have gotten projects built?
Can have web page on district web site that is all about building project
WSC should tour all schools so know what issues are (visiting days) - first step (set up visit dates)
Can we contact WW media during initial round of visits
Also visit some other schools for comparison
Item on every WSC meeting agenda moving forward
Bullet summary of specific code violations/needs
Competitive district facilities update

Another issue: middle school - possible to include conversation
Needs in each school - code violations
School - by school: other capital need (roof, etc)
Where are problems with educational services (closets used for non-closet options)?
Comparison with other districts

Careful to really focus on specific issues: not overstate case
Focus on where we really believe needs are

Have not yet informed public about needs at all - need to take time to do this
Question: how? (coffees, cable TV, etc?)