



Change for Change Education Campaign Communications Timeline

Date	Action	Audience	Tools	Staff
January – March	Create “Change for Change” Report for January 2019-July 2020	Community & Business Members, Parents, Students, Staff	PDF Booklet Posted on Website	Business Services, Communications, & Priority Marketing
Ongoing	Update www.leeschools.net/changeforchange	Community & Business Members, Parents, Students, Staff	Website	Business Services, Laura
March	Create “Change for Change” video overview of expenses to date of 3/2/21	Community & Business Members, Parents, Students, Staff	Facebook, Twitter, YouTube, Website	Adam W., Laura
March	Post “Change for Change” report and video	Community & Business Members, Parents, Staff	YouTube, Social Media, Website	Laura, Rob
March 25	Present Change for Change Communications plan and media summary to ISSOC Committee	Community & Business Members, Parents, Staff	Zoom, In Person	Irma
March 26	News Release announcing report and website updates with video	Media & General Public	E-mail blast	Rob
March 30 – Ongoing and Weekly on Tuesdays	Sales Tax Tuesdays on Social Media	Community & Business Members, Parents, Students, Staff	Facebook, Twitter,	Jason, Emily
March – June	School Websites to have link to their school Change for Change dashboard	Community & Business Members, Parents, Students, Staff	Website	Laura



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Ongoing March – July	Create a page with visuals and facts for each school	Community & Business Members, Parents, Students, Staff	District & School websites	Laura, School website managers
Ongoing March – July	Update PDF flyers for each school	Parents, Students, Staff	Flyers in School Lobby	Rob, Priority Marketing
Quarterly	Video with sales tax highlight – 2021 will include the grand opening of two new schools	Community & Business Members, Parents, Staff	YouTube, Social Media, Website	Adam W., Jason
Quarterly	Media Opportunities to promote sales tax projects	Community & Business Members, Parents, Staff	Media	Rob, Business Services, Superintendent's office, School officials, ISSOC
Ongoing as needed	Sales Tax Presentations	Community & Business Members	Talking Points, Power Point Pres	Irma, Adam M., Business Services, ISSOC
Ongoing	Editorials	Community & Business Members	Media	ISSOC
As needed	Events (Ground breaking, Ribbon Cuttings, etc.)	Community & Business Members, ISSOC Committee	Media, Social Media, Website	All