

PROPOSED CONSTITUTIONAL AMENDMENTS 5, 7 AND 9

Recommended District Actions

- Grassroots organizing of the community: create door to door campaign where possible; work with Broward Education Coalition (BEC); Education Advisory Boards (EABs); Homeowners' Associations; Non-Profit Agencies; Parent Groups; School District Advisories; University/College Groups, et.al. in order to educate the general public about the impact on public education of proposed amendments 5-7-9;
- School Principals involvement at open houses: will speak with parents regarding the impact of the amendments on public education and show the 5-7-9 video;
- Work with local business and apprenticeship organizations; include social organizations, e.g. sororities, fraternities, as well as other community based groups, e.g. Rotary, Elks, Lions, et.al.
- Superintendent and School Board Member Speaking Engagements: over 100 community events and meetings have been identified during which School District Leadership will speak regarding amendments 5-7-9;
- Create, maintain, and regularly update master calendar of events, which includes community meetings, town hall meetings, and other important dates, such as: early voting and absentee ballot mail-out dates;
- Utilize a wide variety of traditional and nontraditional communications vehicles to disseminate information about the impact of amendments on public education, including but not limited to: District Web Site (www.browardschools.com); E-Newsletter (electronic publication emailed to 8,200 subscribers monthly); Parent News (paper publication mailed to all parent households bi-monthly); Parent Link (voice message disseminated at will to all parent households via telephone); Blogs; Podcasts; Editorial Board Meetings; News Media Interviews; News Conferences; Public Service Announcements (PSAs); BECON TV; Community Town Hall Meetings.