



Cynthia Reed-Porter
Communications Supervisor
Communication Department
(619) 725-5579 (office)
creed-porter@sandi.net

Proposition S & Z Communications/Stakeholder Engagement **July 12 – August 9, 2013**

Special Events (upcoming)

- Groundbreaking ceremonies
 - New Salk Elementary School, **10-11 a.m., Sept. 7 (Sat.), at the construction site**
- Dedication ceremonies
 - e3 Civic High School (charter) in the downtown library, **tentatively Oct. 2 (Wed.)**
 - Mira Mesa High School's broadcast video facility (College, Career & Technical Education)
 - Mira Mesa High School's graphic design facility (College, Career & Technical Education)

Meetings (upcoming)

- Community meeting regarding stadium upgrades at Point Loma High School and athletic facilities at Correia Middle School, **tentatively the week of Sept. 16**
- Draft Environmental Impact Report for Crawford High School and Mann Middle School Modernization and Athletic Stadium Project, **6 p.m., Oct. 14 (Wed.), at Crawford HS auditorium**

Print/Online Media Coverage

- Completion of downtown library-school (e3 Civic High School)
- 2013 Construction Expo
- Job Corps students attend 2013 Construction Expo
- Appellate court decision regarding Prop. S bond funds and stadium lighting
- IT leaders describe their top five solutions for managing challenges with iPads and other tablets in schools
- First sale of Prop. Z bonds
- Legislation to change long-term bond financing

Stakeholder Communications

- News Blog (web/e-newsletter, website)
 - ICOC Quarterly Report (Q1 2013)
- Mass Notification (mailings and e-mails)
 - Environmental Impact Reports
 - Notice of Intent to Adopt a Mitigated Negative Declaration for the O'Farrell Community School Modernization and New High School Facility Project
 - Demonstration of Proposed Light Fixture Height for Crawford High School Stadium notice

Advertising

Business outreach ads were placed in the Monitor (weekly), Construction News & Views (monthly), and the NECA Magazine (quarterly). The ads focused on the district's 2103 Construction Expo.