



Proposition S & Z Communications/Stakeholder Engagement
Feb. 19 – March 13, 2014

Branding

- Developed new Props. S & Z logo

Special Events (upcoming)

- Groundbreaking ceremonies**
 - Patrick Henry HS, Performing Arts and CTE Production Studio Facilities and Whole Site Modernization, March 26 (Wed.), 3:30–4:30 p.m.

Meetings (upcoming)

- Long-range Site Master Plan Update**
 - Scripps Ranch HS, April 9, (Wed.), 6-8 p.m.
- Project Design Task Force**
 - Longfellow School, Mtg. #1, March 27 (Thurs.), 6-8 p.m., auditorium

Special Events (accomplished)

- Dedication ceremonies**
 - Jefferson ES, new entrance, March 3
- Groundbreaking ceremony**
 - Kearny HS, stadium and athletic fields upgrades, Feb. 27

Meetings (accomplished)

- Long-range Site Master Planning**
 - Longfellow School, Mtg. 2, Feb. 20
 - Central ES-Wilson MS, Mtg. #4, Feb. 20
 - Point Loma HS, Mtg. #5, Feb. 27
 - Longfellow School, Mtg. 3, March 3
 - Central ES-Wilson MS, Mtg. #5, March 13

Broadcast/Print/Online Media Coverage

- Kearny HS groundbreaking for stadium and baseball field

Stakeholder Communications

- News Blog (web/e-newsletter, website)
 - San Diego HS students tour Salk ES construction site
 - Jefferson ES dedicates new entrance
- Mass Notification (mailings and e-mails)
 - Henry HS groundbreaking invitation
 - Scripps Ranch HS Long-range Site Master Plan Update
 - Longfellow School Project Design Task Force Mtg. #1