

Transition to By-Trustee Area Elections Outreach Efforts

As of Monday, October 25 @ 9:00 a.m.

Action	Details
<p>Community Surveys <i>July 14, July 26, & September 24</i></p>	<p>Received 2,843 responses overall. All surveys were made available in both English and Spanish, and were:</p> <ul style="list-style-type: none"> ● Sent to all NUSD households ● Sent to NUSD key stakeholders ● Sent to secondary students ● Posted on our district website ● Advertised on social media <p>The September 24 survey was also advertised in the <i>Natomas Buzz</i></p>
<p>Targeted Meetings for Key Stakeholders <i>Month of August</i></p>	<p>Meetings were held both in-person and virtually and allowed key stakeholders an opportunity to directly ask staff questions / give feedback. Staff met with 82 people from the following stakeholder groups:</p> <ul style="list-style-type: none"> ● NTA ● CSEA ● Charter Leaders ● Superintendent’s Parent Advisory Council ● Community Advisory Council (CAC) ● District English Learners Advisory Committee (DELAC) ● Natomas Chamber of Commerce & Natomas Schools Foundation
<p>Created a Dedicated Webpage <i>Launched Aug 9</i></p>	<ul style="list-style-type: none"> ● 1,697 page views to date <ul style="list-style-type: none"> ○ Over 800 views (including google folder) since October 20 when draft maps were posted ● Dedicated webpage has a ‘Quick Link’ on the NUSD home page ● Dedicated website can be translated into 5 additional languages with the click of a button ● Advertised at stakeholder engagement events, via email, on eFlyers & paper flyers, and in various district newsletters
<p>Created a Dedicated Email Address <i>Launched Aug 9</i></p>	<ul style="list-style-type: none"> ● Utilitized 4 times to date ● Advertised at stakeholder engagement events, via email, on eFlyers & paper flyers, and in various district newsletters
<p>Flyers Advertising the ‘Map Consideration’ and ‘Map Adoption’ Hearings <i>Month of October + plans to continue into Nov/Dec</i></p>	<p>Flyers were made available in English, Spanish & Punjabi, and both electronic & paper format</p> <p><u>eFlyer</u></p> <ul style="list-style-type: none"> ● Email home to NUSD families (including charters) - Approx. 16,573

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	<ul style="list-style-type: none"> ● Posted in two areas on NUSD website ● <i>Spotlight</i> newsletter - sent to over 11,000 people ● Email blast to NUSD staff - Approx. 1,297 ● <i>In the Loop</i> staff newsletter ● <i>Matters of Principal</i> newsletter - requested Principals send info home in their weekly communications to families ● Email blast to NUSD key stakeholders - 139 ● Advertised in the Natomas Buzz - 18,226 impressions overall (including advertisements for surveys) ● Advertised in N Magazine (November issue) - average 4,000 viewers ● Shared with the Presidents/leaders of various community groups throughout Natomas ● Worked with Karina Talamantes to share with various District 1 contacts - approximately 300 people <p><u>Paper flyers</u></p> <ul style="list-style-type: none"> ● Sent home in student backpacks ● Joey's Food Locker - distributed with groceries to 1,237 people on Oct. 22 ● Posted at the following locations: <ul style="list-style-type: none"> ○ Ed Center /Service Center lobbies ○ N. Natomas Library ○ S. Natomas library ○ Mexican Consulate ○ Homecoming @ Creekside Apartments ○ Safeway ○ Grocery Outlet ○ Real Life Church ○ The Crossing Church ○ Adventure Christian Church
<p>Announcement of Draft Maps Available for Viewing <i>Wednesday, October 20</i></p>	<p>A context-setting message from the Superintendent, 5 draft maps & associated documents were announced by:</p> <ul style="list-style-type: none"> ● Email home to NUSD families (including charters) <ul style="list-style-type: none"> ○ 3 ways to view maps - website, google folder or pick-up hard copies at Ed Center ● Posted in two areas on NUSD website ● Special Edition of <i>Spotlight</i> newsletter - sent to over 11,000 people ● Email blast to NUSD staff ● <i>Matters of Principal</i> newsletter - requested Principals send the info home in their weekly communications to families ● Email blast to NUSD key stakeholders ● <p>Documents shared/announced on Wednesday, October 20 were made</p>

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	<p>available in English, Spanish & Punjabi</p> <p><u>Since the Draft Maps Became Available:</u></p> <ul style="list-style-type: none"> ● The dedicated webpage has been accessed 751 times ● The public google folder has been accessed 54 times ● 0 paper copies have been picked up from the Ed Center
<p>Regular Board Meetings <i>December 2020 - present</i></p>	<p>Opportunities for public comment / viewing at the following meetings:</p> <p><u>Meetings Required by Statute</u> <i>Beginning Aug. 4, any eComments posted on the dedicated webpage the day after the Board Mtg.</i></p> <ul style="list-style-type: none"> ● January 1 - Adoption of an Intent Resolution ● August 4 - ‘Pre-Map’ Public Hearing #1 ● September 1 (continued to 9/14) - ‘Pre-Map’ Public Hearing #2 <p><u>Meetings that Went ‘Above and Beyond’</u></p> <ul style="list-style-type: none"> ● December 16, 2020 - Presentation on CVRA from legal counsel ● July 21 - Presentation on Timeline for Transition to By-Trustee Area Elections ● October 13 - Presentation on Trustee Area Stakeholder Stakeholder Engagement <p>Board meetings are live streamed / recorded. The number of livestream meeting views & recorded meetings views for each meeting are noted on the dedicated webpage</p> <p>Total livestream views (all 6 meetings): 554* Total recorded views (all 6 meetings): 1,177</p> <p><small>* does not include livestream views from Sept. 1 meeting (only Sept. 1 continuance held on Sept. 14)</small></p>

Estimated total number of potential engagements: 59,183*

*This estimated total number likely includes duplicates, but there’s really no way for us to distinguish that. When using the same communication mechanism repeatedly (example: *Spotlight* newsletter that goes to over 11,000 people) that number was only counted once.