

Memphis-Shelby County Schools (MSCS) Facility Ad Hoc Committee

Community Engagement & Equity Workgroup 60-Day Public Engagement Plan

Purpose

To partner with the MSCS Board, Community Engagement Committee, and administration to design an inclusive, documented outreach program that:

- Hosts neighborhood listening sessions across all priority communities within the four regions.
- Conducts targeted stakeholder interviews.
- Provides multilingual and accessibility options.
- Produces public summaries that show feedback and how input shapes draft recommendations.
- Ensures intentional engagement throughout both planning and implementation phases.

60-Day Framework

Day 1–7: Foundation

- Assign a public point of contact (with email, phone, and office hours).
- Build a master contact directory of
 - Parents
 - Residents
 - Teachers
 - Higher Ed
 - Education retirees
 - Unions
 - Vocational/Trade Leaders
 - Faith-Based Groups
 - HOAs/CDCs
 - Nonprofits
 - Philanthropy
 - Small/Large Businesses
 - Corporations
 - Healthcare
 - First Responders
 - Financial Institutions
 - Youth/Young Adults
 - Seniors
 - Advocacy Spaces
 - Government Officials
 - Local
 - State

■ Federal

- Contract translation & interpretation for Spanish, Arabic, French, Vietnamese, English, plus ASL.
- Create transportation & parking plan (bus passes, ride-share vouchers, designated lots).
- Launch multilingual baseline survey (digital, print, phone).
- Publish a plain-language hub (can be added as a webpage under community engagement) with:
 - Historical timeline (how we got here).
 - Trusted, verifiable data sources.
 - Calendar, comment form, and recordings (uploaded within 48 hrs).
- Rules of engagement, plan for disruption

Day 8–53: Active Engagement

Neighborhood Anchor Meetings - 14

- Location Options: Alcy Ball, Glenview, Fox Meadows, Hickory Hill, Arlington, Bartlett, Lakeland, Millington, Collierville, South City, Soulsville, Smokey City, Klondike, Whitehaven, Frayser, Raleigh, Orange Mound, Westwood, Binghampton/Colonial, Cordova, Cooper-Young, Southwind.
- Each meeting provides:
 - Transportation & parking support
 - Childcare
 - Food/snacks
 - Accessibility (ADA entry, ASL, CART captioning, large-print, braille on request, quiet space)
 - Multilingual facilitation and materials (Spanish, Arabic, French, Vietnamese, English)
 - Hands-on, visual, and audio learning tools
 - Plain-language facilitation (no jargon)
 - Historical context boards (timeline of facilities planning, etc.)
 - Expectation setting (how feedback will be used, when results will be shared).
 - “Trusted messenger” greeters from the neighborhood.
 - Recording + seven-day interactive online comment window.

Student & Youth Sessions - 6

- Middle, high school, and young adult focus groups.
- Storytelling as method (video booths, journals, artwork).
- Transportation
- Time of day/days of the week (Check with the youth work group - get access to the list)
 - Evenings, afternoons
- Use existing youth councils
 - Shelby County Youth Council
 - City of Memphis Youth Council
 - MICA Youth Council
 - MSCS youth groups

- Listen to elementary and middle school students - voices in the room
 - Educators and PTA groups

Stakeholder Roundtables - 8

- Unions, higher ed institutions, vocational/trade leaders, small business, corporations, healthcare, philanthropy, advocacy orgs, MICAH (educational equity and transformative justice, and they have a youth council).
- One per week, hybrid format.
- Lunch hours, and evenings

Pop-Ups - 15 (must be engaging, quick, testimonial booth, interactive corner) (Draw people in with a prompt such as: What do you think about your school closing?)

- At faith services, CDC meetings, grocery store lots, parks, community festivals, Divine 9 meetings, and libraries.
- Materials in five languages.
- Historical context, options, all laid out so people come to their own educated and informed conclusion.

Telecom & Media

- Telephone town hall (one during 60 days). (Note that this will have serious limitations, but may be assessable for people with outlier barriers.)
- Robocalls/text alerts for meeting reminders.
- Mass media: radio, TV, print.
- Social media campaign: short videos, infographics, multilingual posts.
- Polling – could run a live poll during the 60 day period
- Email blasts
- Op Eds
 - Variety of voices
 - Youth
 - Alumni
 - Parents
 - Tax Payers
 - Business Community
 - Faith-based Community
 - Educators

Day 54–60: Synthesis & Draft Recommendations

- Publish neighborhood summaries (attendance, themes, quotes, conflicts, next steps).
- Post draft recommendations with change log mapping feedback to revisions.
- 7-day final public comment window.
- Release countywide roll-up report and present to MSCS Board.

Engagement Design

Room Layout (Anchor Meetings)

- Welcome & overview (10 min).
- Data walk: timeline & verified data sources (10 min).
- Small-group stations: hands-on boards, visuals, audio supports, interpreters (45 min).
 - Trained facilitator provides clear, neutrally formatted prompts over 3-4 questions to create healthy dialogue
- Report back & next steps (15 min).
- Exit survey + comment instructions (10 min).

Virtual Meetings

- 1-hr live with interpreters, captioning, plain-language slides.
- Recording uploaded within 48 hrs with chapter markers and online comment tool.

Transparency & Accountability

- Public summaries in 5 languages posted within business 72 hrs. of each session.
- Verified data sources listed on all materials.
- Issue log tracks questions and responses.
- Participation demographics tracked (youth, seniors, parents, neighborhoods).
- Change log published with draft and final recommendations.
- Explain what happens next, timeline
- Statement of commitment/ objectives
 - The board should provide this

Metrics for Success (60 Days)

- 14 anchor meetings completed.
- 6 student/youth sessions.
- 8 stakeholder roundtables.
- 15 pop-ups.
- 1,000+ survey responses countywide (≥10% from each neighborhood).
- All summaries posted within 72 hrs.
- Public comments answered within 5 business days.
- Outreach to attendees/ attendance

Draft Budget (Estimated for 60 Days)

Line Item	Unit Cost	Qty	Subtotal
Anchor meetings (interpretation, ASL, CART, AV, childcare, security, food, printing, transport)	\$5,650	14	\$79,100
Pop-up tables (staff, materials, translation)	\$500	15	\$7,500

Student & youth sessions	\$600	6	\$3,600
Stakeholder roundtables	\$1,200	8	\$9,600
Telephone town halls	\$3,500	2	\$7,000
Robocalls/SMS alerts	—	—	\$6,000
Digital hub (build, hosting, interactive maps)	—	—	\$12,000
Translation of materials (5 languages)	—	—	\$5,000
Captioning & subtitles for recordings	—	—	\$2,500
Transportation support (bus passes, ride-share)	—	—	\$4,000
Media buys (radio, print, digital, multilingual)	—	—	\$15,000
Community liaison stipends (20 liaisons)	\$250	20	\$5,000
Data analysis & public summaries (contractor)	—	—	\$8,000
Incentives	—	—	\$1,400
Staff travel/mileage	—	—	\$3,000
Subtotal			\$168,300
Contingency (10%)			\$16,730
Total			\$185,030

Deliverables

- Online hub with schedules, data, and summaries.
- Neighborhood summaries after every anchor session.
- Interactive tools: comment forms, maps, story archive.
- Final report with countywide findings, change log, and Board presentation.

Messaging/Marketing

- Do
 - Clickbait (just a little bit) - should we close schools?
 - Voice your opinion
 - Pique interest
 - Communicate the full timeline and end goals
 - Validate early concerns and connections to neighborhood schools
 - Honesty

- Avoid
 - Promises - false promises
 - Misleading information, stick to the facts
 - Blame
 - Us against them