

Communications Plan: CAC to CCA Transition

Updated: February 25, 2020

Date	Vehicle Audience		Objective Key Messages
Thurs, March 12 (AM) <i>This decided date and time will kick off the messaging sequence.</i>	Simultaneous Notifications	Board of Commissioners <i>1:1 Notification by AG</i>	<ul style="list-style-type: none"> - Share communications plan, press release, and key messages - Collect feedback and address concerns
		Cain Center Board <i>1:1 Notification by JD</i>	<ul style="list-style-type: none"> - Share communications plan, press release, and key messages - Collect feedback and address concerns
		Impacted staff + PARC Department <i>In person meeting hosted by TF</i>	<ul style="list-style-type: none"> - TF to notify impacted staff (Mindi + part timers) first, followed by PARC staff meeting to announce transition - Share impact to their respective roles + timeline + next steps - Share comms strategy + key messages should they receive questions - Follow meeting w/ invitation to staff + instructor "listening session" with the Town + Cain Boards + AG + TF
Thurs, March 12 (PM)	PARC Commission Meeting		<ul style="list-style-type: none"> - Announce transition - Share transition plan and communications strategy
Thurs, March 12 <i>Following PARC meeting</i>	CAC Instructors		<ul style="list-style-type: none"> - Personal e-letter from TF (&ME?) announcing transition - Include invitation to "listening session"
Fri, March 13 (NOON)	Simultaneous Announcements	Town Staff-wide Communication <i>Standalone Email</i>	<ul style="list-style-type: none"> - Announce transition + share press release - Provide direction for questions
		Media Heads Up <i>Personalized emails</i>	<ul style="list-style-type: none"> - Provide heads up to Cornelius Today & Herald to help control msg - Provide opportunity to personally address questions
		Press Release <i>Standalone Email + Push to all Town vehicles (newsflash, FB, IG, TW, ND)</i>	<ul style="list-style-type: none"> - Notify media outlets + all audiences of transition - Provide official quotes from Andrew, Troy, and Justin - Provide media contact: Andrew (Town) and Justin (Cain) - Provide vehicle for public to submit questions and comments - Provide date + Eventbrite link for Community meeting
		Letter to CAC Patrons (TF/DF) <i>Distributed via email</i> Letter to CCA Patrons (JD/AE) <i>Distributed via email</i>	<ul style="list-style-type: none"> - Announce transition - Address most pressing questions - Provide prelim FAQ + vehicle to submit additional questions - Invite all to Community Meeting + provide Eventbrite link to RSVP
Weds, March 18 <i>Noon – Room 203</i>	Listening Session <i>Impacted staff & instructors, hosted & facilitated by TF + AG + JA</i>		<ul style="list-style-type: none"> - Provide open forum for all to ask questions + express concerns - Compile questions / feedback to update FAQ - Invite staff to reach out 1:1 if needed
Weds, March 18 <i>6pm – Assembly Room</i>	Community Meeting (FB & IG Live) <i>Open to the public, hosted & facilitated by Mayor Washam, with representation from both Town & CCA Boards</i>		<ul style="list-style-type: none"> - Recap changes - Provide open forum for all to ask questions + express concerns - Compile questions / feedback to update FAQ