

Communications Plan To Build Awareness About the Need for a Second High School

“Continuing Excellence”



NICHOLS
STRATEGIES
PUBLIC RELATIONS & MANAGEMENT

Reaching Maximum Capacity

- At 3,423 students in 2021-22, Hollister High School was nearing capacity.
- The average enrollment in a California high school in 2020 was 1,323 students.
- In the 2022-2023 school year our one high school has maxed out available capacity to accommodate 3,500 students.
- This is nearly triple the size of other high schools in the state.
- San Benito is one of the only areas in California showing population growth so this will significantly impact overcrowding at HHS moving forward.

Goals & Objectives

Launch an awareness program that -

- Cultivates support among key government officials, civic leaders, and key influencers
- Inoculates community leaders and parents to negative arguments from no-growth interests by showing detrimental impacts from piecemeal growth decisions
- Develops a strong cadre of supporters that publicly endorse a second high school and speak on behalf of the district
- Integrates all communication delivery methods used by SBHSD so messaging reaches target audiences and blankets the community
- Becomes the primary point of reference for facts, data, information, and truths about the need for a second high school

Target Audiences

- Government officials and decision-makers
- Land developers, business interests, and organizations
- Individual Influencers
- Families and alumni
- General public, taxpayers, and voters
- News media



Support- Building Process

FOUR STEP PROCESS

Awareness

- Set the fact base and narrative for community perceptions about the second high school plan

Affinity

- Develop key communicators as a baseline of support for a second high school

Adherence

- Confirm through public endorsements enthusiastic support by influential groups and individuals

Advocacy

- Convert support into action by calling on leaders to be advocates and ambassadors for the district



Communicate in Two Phases Over Two Years

Build Opinion Leader Awareness (2022-23)

Key Communicators

Interest Group Meetings

Individual Meetings

Speakers Bureau

Support Database

*Facilities Need Committee

State of the District

Talk about the need

Community Outreach & Engagement (2023-24)

Strategic Listening

Surveys

Community Meetings

Advisory Groups

Board Study Sessions

State of the District

Board Decision

Talk about financing

Deliverables & Strategies

Develop the district website as wire service

- Repository of documents, fact sheets, FAQs, and relevant information
- Create a news stream of video messages and email bulletins
- Rumor control and setting the record straight on misinformation

Social media content management

News media relations

- Op Ed pieces during both waves
- Cultivate reporter interest in the issue; give backgrounders with reporters

Public engagement

- Develop a speakers' bureau with service clubs and target audience organizations
- Hold information nights in Fall 2022 and again in Fall 2023
- Back-to-school night information kiosk on need for second high school (Fall 2023)
- Parent mailing on district facilities plan

Key Communicators Network

- *Leadership Link* e-bulletin articles published semi-monthly beginning Fall 2022
- State of the district breakfasts in October 2022 and January 2023

Endorsements

- Schedule individual briefings and advocacy meetings with key influential, civic leaders and community groups to secure endorsements
- Publish a *Voices of our Community* full page newspaper ad supporting a second high school

Deliverables

- FAQ with continuous updating
- Talking Points for leaders
- Facility Master Plan Update
- Facility Needs Committee announcements
- Fact Sheets on funding options, etc.
- Parent needs assessment survey
- Media Kit
- Theme and logo — “Continuing Excellence”



San Benito

HIGH SCHOOL DISTRICT

Continuing Excellence

Symbolism of Color and Form:

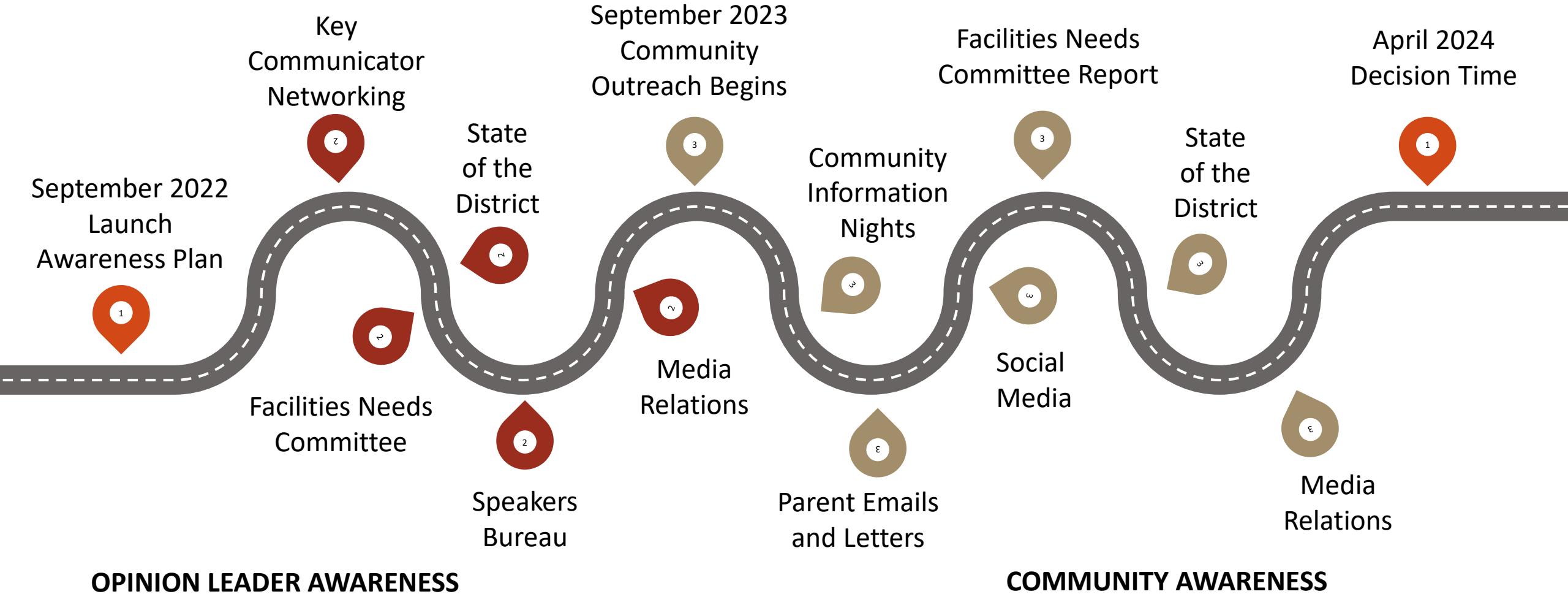
Desired Message:

*No matter your career path, San Benito High School District will get you there!
 Dedicated team, Strong Community, Embraces diversity, State-of-the-Art, Rigorous Education,
 Social-Emotional Success, Pride, Skilled, Next generation of leaders, Inclusive, Invest in Future, Success*



	Primrose Gold	Harvest Green	Hollister Red	Pacific Blue
Color	Investment in the future, optimism, diversity, creativity	Growth, Nature, Youth, Generosity	Leadership, Power, Energy, Passion	Wisdom, Knowledge, Loyalty, Trust
Form	Rising sun rays, signifying a bright and optimistic future	Tightly grouped circles, communicating Community	Arrows rising upwards, signifying climbing through the ranks; upwards trajectory	Stacked open books signifying rigorous education, and the power of knowledge

An Intentional Decision-Making Journey





Questions & Comments
