






## Back to School Communication Plan

Date	Object	Key Message	Vehicle	Channel
				
June 6, 2020	Return to School- Executive Summary	EECD doc	email	SchoolMessenger Website Social Media
July 24, 2020	Bring Your Own Device	Subsidy, O365, spec sheet	Email – Grades 9-12	SchoolMessenger Website Social Media
August 6, 2020	Return to School (RTS) Details	-overview RTS k-5/6-12 (what's new, busing)	email	SchoolMessenger Website Social Media
August 13, 2020	RTS Guide for Parents	EECD doc	email	SchoolMessenger Website Social Media
August 17, 2020	IDEA Centre	Register for this semester	Email (Gr 10-12)	School Messenger Social Media
July/August,2020	Return to School	-updated resources, messaging, news items		WEBSITE UPDATE
August 19, 2020	Bus- Alternate Address	Alt address form	email	School Messenger
August 21, 2020	Physical Attendance	-medical excuse, special needs, home school	email	SchoolMessenger Website Social Media
August 21, 2020	BusPlanner Open	-register child -confirm busing	-email -orientation video -orientation flipbook	SchoolMessenger Website Social Media
August 21, 2020	Cross-Boarder Custody	-HC Emergency Order	Email (SS schools, CIC, Milltown)	School Messenger
August 21, 2020	Loss of Bus Service	-under 1.5 km bus service	Email (HW, Cent, Bayview, Seaside)	SchoolMessenger

August 22, 2020	School Schedules	-will be communicated by schools	Messaging	Social media
August 25, 2020	Sports/ Phys Ed		Shared	Social media
August 25, 2020	Bus Safety/COVID-19		Video	Social media
August 25, 2020	BusPlanner troubleshooting		Messaging	Social media
Sept.4, 2020	Kindergarten welcome		Email	School Messenger
Sept. 3, 2020	Welcome Back	-tips for returning -message from ZW	Video	Social Media
Repeat	Masks	-clean, label, storage	graphics	Social media
Repeat	Water Bottle	-clean, label	graphics	Social media
Sept.2, 2020	Operational Plans	-release date -contents	Email	School Messenger
Sept. 1, 2020	Vaping	Sent to Ps and VPs	Tool kit	
Sept. 4, 2020	Scent-free/Peanut		Hard Cards	
Repeat	Safe Arrivals	Sent to Ps		
August 25, 2020	Red Flashing Lights	-joint press release with SJPF	Press release	

#### Planned Media

<i>N.B putting K-8 students in classroom bubbles, with younger kids going in smaller groups</i>	CTV	Fairvale Elementary	<a href="https://atlantic.ctvnews.ca/n-b-putting-k-8-students-in-classroom-bubbles-with-younger-kids-going-in-smaller-groups-1.5088047?cache=%3Fclipid%3D68596">https://atlantic.ctvnews.ca/n-b-putting-k-8-students-in-classroom-bubbles-with-younger-kids-going-in-smaller-groups-1.5088047?cache=%3Fclipid%3D68596</a>
<i>Inside a New Brunswick elementary school before students return to class</i>	Global	Sussex Corner Elementary	<a href="https://globalnews.ca/news/7314611/inside-nb-elementary-covid-19/">https://globalnews.ca/news/7314611/inside-nb-elementary-covid-19/</a>
<i>Transportation and Back to School</i>	CBC Info Morning	Interview- ZW	no link available
<i>Saint John High Preparing for Return to School</i>	CBC Info Morning	Saint John High School	<a href="https://www.cbc.ca/listen/live-radio/1-28/clip/15795685">https://www.cbc.ca/listen/live-radio/1-28/clip/15795685</a>
<i>Staggered Entries</i>	CTV	Interview- ZW	TBD