

**Kern CCD**

**Recommended November 2016 Planning Timeline**

(Recommended timetable identifying activities that can legally be implemented by the District)

<b>MARCH 2016</b>	<b>LAUNCH PROJECT, DEVELOP STRATEGIC DEPLOYMENT PLAN</b> <input checked="" type="checkbox"/> Analyze Survey Results & Assess Feasibility (LEG) <input checked="" type="checkbox"/> Develop Recommended Project Timeline/Strategic Deployment Plan (LEG)
<b>APRIL 2016</b>	<b>INTERNAL FOUNDATION-BUILDING, EXTERNAL OUTREACH, BOND PLANNING</b> <b><u>April 7 Team Call (9:00 am)</u></b> <i>(Items below to be completed before or provided at the Team Call unless otherwise listed)</i> <input checked="" type="checkbox"/> Reach consensus on project approach (LEG/District) <input checked="" type="checkbox"/> Refine Project Timeline/Strategic Deployment Plan (LEG/District) <input type="checkbox"/> Draft Speakers' Bureau "Hit List" (District) <input type="checkbox"/> Draft outreach material (LEG) <input type="checkbox"/> Draft Internal Faculty/Employee/Stakeholder Update (LEG) <input type="checkbox"/> Draft Speakers' Bureau Toolkit (LEG) <input type="checkbox"/> Draft External Opinion Leader Update to community leaders/key Influentials (LEG) <input type="checkbox"/> Build/Update Individual College Databases of external Opinion Leaders (community leaders/key Influentials) to receive information from the district (District) <input type="checkbox"/> Schedule Speakers' Bureau/Message Training – Train and deploy a Speakers Bureau team (District Leaders, including Cabinet, selected Dept. Heads/professors) to deliver presentations to external community groups/organizations (LEG/District) <input type="checkbox"/> Draft Informational Mailer #1 (Interactive) (April 14)  <b><u>April 21 Team Call (9:00 am)</u></b> <i>(Items below to be completed before or provided at the Team Call unless otherwise listed)</i> <input type="checkbox"/> Finalize outreach material (LEG/District) <input type="checkbox"/> Finalize Speakers' Bureau Toolkit (LEG/District) <input type="checkbox"/> Schedule Speakers' Bureau presentations to "Hit List" of external community groups/organizations (District) <input type="checkbox"/> Issue Internal Faculty/Employee/Stakeholder Update (District) <input type="checkbox"/> Issue external Opinion Leader Update to community leaders/key Influentials (District) <input type="checkbox"/> Draft "Hit List" of internal stakeholder that should receive meetings/briefings/updates as appropriate (District) <input type="checkbox"/> Utilize earned media and district communication vehicles, including Facebook and Twitter (LEG/District) <input type="checkbox"/> Issue Informational Mailer #1 (Interactive) (April 18) <input type="checkbox"/> Conduct Speakers' Bureau/Message Training – train and deploy a Speakers Bureau team (LEG) (Date TBD)

<p><b>MAY 2016</b></p>	<p><b><u>May 5 Team Call (9:00 am)</u></b>  <i>(Items below to be completed before or provided at the Team Call unless otherwise listed)</i></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Draft External Opinion Leader Update #2 (District)</li> <li><input type="checkbox"/> Schedule internal Stakeholder meetings/briefings/updates as appropriate (District)</li> <li><input type="checkbox"/> Draft Mailer #2 (Report Back To Residents)</li> <li><input type="checkbox"/> Conduct Speakers' Bureau presentations to external community groups/organizations (District) (6 presentations by May 5)</li> </ul> <p><b><u>May 19 Team Call (9:00 am)</u></b>  <i>(Items below to be completed before or provided at the Team Call unless otherwise listed)</i></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Draft Tracking Survey</li> <li><input type="checkbox"/> Conduct Speakers' Bureau presentations to external community groups/organizations (District) (15 presentations by May 19)</li> <li><input type="checkbox"/> Conduct internal Stakeholder meetings/briefings/updates as appropriate (District)</li> <li><input type="checkbox"/> Issue Mailer #2 (Report Back To Residents) (May 18<sup>th</sup>)</li> <li><input type="checkbox"/> Issue External Opinion Leader Update #2 (District)</li> <li><input type="checkbox"/> Survey Approval to Field (May 20)</li> <li><input type="checkbox"/> Field Tracking Survey (May 24)</li> <li><input type="checkbox"/> Refine Bond Expenditure Plan (District)</li> </ul>
<p><b>JUNE 2016</b></p>	<p><b><u>June 2 Team Call (9:00 am)</u></b>  <i>(Items below to be completed before or provided at the Team Call unless otherwise listed)</i></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Initial Survey Results</li> <li><input type="checkbox"/> Prepare for June 9 Board Workshop/Survey Briefing</li> <li><input type="checkbox"/> June 9 Board Workshop/Survey Briefing</li> <li><input type="checkbox"/> Conduct internal Stakeholder meetings/briefings/updates as appropriate (District)</li> <li><input type="checkbox"/> Conduct Speakers' Bureau presentations to external community groups/organizations (District) (21 presentations by May 19)</li> </ul> <p><b><u>June 16 Team Call (9:00 am)</u></b>  <i>(Items below to be completed before or provided at the Team Call unless otherwise listed)</i></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Draft External Opinion Leader Update #3 (District)</li> <li><input type="checkbox"/> Draft Internal Faculty/Employee/Stakeholder Update #2 (LEG/District)</li> <li><input type="checkbox"/> Conduct internal Stakeholder meetings/briefings/updates as appropriate (District)</li> <li><input type="checkbox"/> Conduct Speakers' Bureau presentations to external community groups/organizations (District) (30 presentations by May 19)</li> <li><input type="checkbox"/> Finalize Bond Expenditure Plan (LEG/District) <ul style="list-style-type: none"> <li>o Meet with faculty senate, Refine "Bond Project List"</li> <li>o Refine the "Bond Project List" with input from opinion survey</li> </ul> </li> <li><input type="checkbox"/> Begin to draft all resolution and voter hand-book materials (District)</li> </ul> <p><b><u>June 30 Team Call (9:00 am)</u></b>  <i>(Items below to be completed before or provided at the Team Call unless otherwise listed)</i></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Continue to conduct internal Stakeholder meetings/briefings/ updates (District)</li> <li><input type="checkbox"/> Issue Draft External Opinion Leader Update #3 to community leaders/key Influentials</li> </ul>

	<p>(District)</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Issue Draft Internal Faculty/Employee/Stakeholder Update #2 (LEG/District)</li> <li><input type="checkbox"/> Continue to utilize earned media and district communication vehicles, including Facebook and Twitter (LEG/District)</li> <li><input type="checkbox"/> Refine all resolution and voter hand-book materials (District)</li> <li><input type="checkbox"/> Draft July 14 staff report (District)</li> <li><input type="checkbox"/> Build momentum for Board Presentation (LEG/District)</li> </ul>
<b>JULY 2016</b>	<p><b><u>July 7 Team Call (9:00 am) (Off Cycle Call)</u></b>  <i>(Items below to be completed before or provided at the Team Call unless otherwise listed)</i></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Finalize all resolution and voter hand-book materials (District)</li> <li><input type="checkbox"/> Finalize July 14 staff report (LEG/District)</li> <li><input type="checkbox"/> Build momentum for Board Presentation (LEG/District)</li> <li><input type="checkbox"/> July 14 Board Meeting/Board acts to place Bond on Nov. 2016 ballot (District)</li> <li><input type="checkbox"/> Finalize all voter handbook materials (LEG/District)</li> </ul> <p><b><u>July 21 Team Call (9:00 am) (Off Cycle Call)</u></b>  <i>(Items below to be completed before or provided at the Team Call unless otherwise listed)</i></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Draft/Discuss Recommended Project Next Steps/Strategic Deployment Plan (LEG)</li> </ul>
<b>AUG. – NOV. 2016</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Issue updates informing internal and external communities about the Board of Trustees action placing a measure on the ballot (LEG/District)</li> <li><input type="checkbox"/> If possible and appropriate, issue additional informational mailers providing factual information about the measure to the community (LEG)</li> </ul> <p><i>Work transfers to a non-College sponsored volunteer campaign committee for all partisan activities</i></p>