MCHSBC Communications and Community Engagement Subcommittee - Communication Plan
As of 2/11/2026

About this document
This document was created, reviewed, and approved by the communications and community engagement subcommittee in its 1/28 meeting (https://www.youtube.com/live/0bvpsciatgg?si=8UJ8YXVU26RWN7ey). This plan outlines current and in-progress communication plans to inform residents of the meaningful work of the MCHSBC and the status of the MHS project as it unfolds. The plan is intended to cover the project through the conclusion of the Feasiblity Study Phase in June 2026. The plan will continue to evolve with the project and be revised as various points as the project progresses.

Communication Priority and Goal:

- Ensure all residents who want to follow the project and provide input know when and how to participate and engage

Coming attractions:

- Launch a special mailing list for interested residents. Those who sign up for the mail list will receive the Superintendent's weekly update when there are MSBA announcements, special emails with meeting agendas when publicly posted, and other important updates
    - Medford High School Building - Communications List
- Regular space in the Mayor's monthly newsletter dedicated to the project
- QR Code flyers in high traffic locations (City Hall, Library, MPD, Senior Center, School Lobbies) that point people to the project website for information and to the mailing list signup.
- Citywide mailer - cost estimating in progress. Mailer will point people to the project website for information and to the mailing list signup
- Robocall citywide to invite people to join the mailing list before the end of Feburary
- Microvideos on frequently asked questions. 3 are ready for release this week! Plan to do more sessions as questions evolve. Will also be available on our project website, social media, and MCM
- Exploring whether also using water bill inserts would be helpful, dependent on pricing for citywide mailer
- Explore lunch and learn opportunities with the project team at the Medford Senior Center

Upcoming meetings, purpose, and communication strategy

Date and Time	Meeting Name	Purpose	Planned Communications Strategy	Additional Recommendations
Monday 2/2/26	• School Committee	• Educational Plan	• Agenda Post/Presentation during the meeting	• Schedule follow-up meeting to review/approve Draft Ed Plan

Wednesday 2/11/26	• MCHSBC	• Project Options
		  ○ Review Space Planning Findings
		  ○ Review Cost of Initial Design Alternatives
			• Agenda Post
			• Social Media Update
			• Superintendent Weekly Update
				• Include info in mailer

Monday 2/23/26	• MCHSBC	• Project Options ○ Approve PDP Submission	• Agenda Post • Social Media Update • Superintendent Weekly Update	• Include info in mailer
Wednesday 2/25/26	• MCHSBC	• Project Options ○ Review CM at Risk Option	• Agenda Post • Social Media Update • Superintendent Weekly Update	• Include info in mailer
Thursday 3/5/2026	Community Forum #2	• Project Options Introduction • Residents provide input on options • Interactive site modeling	• Agenda Post • Social Media Update • Superintendent Weekly Update	• Include info in mailer • In-person translation services are available
Monday 3/23/26	• MCHSBC	• Project Options	• Agenda Post	• Include info in

Date and Time	Meeting Name	Purpose	Planned Communications Strategy	Additional Recommendations
		○ Build Decision Criteria, Considerations, and Weight	● Social Media Update ● Superintendent Weekly Update	mailer
March 28, 2026 (Tentative)	Open House and Building Tours	● Building tours	● Superintendent Weekly Update ● City communications	● Include info in mailer ● In-person translation services are available
Monday 4/27/26	● MCHSBC	● Project Options ○ Using decision criteria narrow to 3-5 options	● Agenda Post ● Social Media Update ● Superintendent Weekly Update	● Include info in mailer
May School Events - Calendar TBD - Tabling Displays				
Monday 5/4/26	● School Committee	● Status update	● Agenda Post ● Social Media Update ● Superintendent Weekly Update	● Include info in mailer
Wednesday 5/20/26	● MCHSBC	● Project Options ○ Refined cost estimates of 3-5 options	● Agenda Post ● Social Media Update ● Superintendent Weekly Update	● Include info in mailer
Wednesday 5/27/26	● MCHSBC	● Project Options ○ Continued discussion	● Agenda Post ● Social Media Update ● Superintendent Weekly Update	● Include info in mailer

Date and Time	Meeting Name	Purpose	Planned Communications Strategy	Additional Recommendations
Wednesday 6/10	• MCHSBC	• Project Options ○ Continued discussion	• Agenda Post • Social Media Update • Superintendent Weekly Update	• Include info in mailer
Monday 6/22/26	• MCHSBC	• Project Options ○ Select preferred design	• Agenda Post • Social Media Update • Superintendent Weekly Update	• Include info in mailer

Audience/Stakeholder Identification and Needs

Stakeholder Group	Primary Concerns	Communication Objectives	Preferred Channels	Frequency and Notes
School Committee	• Educational Plan • Project Status • Project Options • Project Cost • Timing & Work on Site	• Keep them informed of status on project and educational plan. Obtain required votes on Ed Plan	• Monthly meeting updates • Special sessions where approval is required	Already Complete: • Monthly updates • Votes for SBC changes • Ed Plan Review on 1/26 In Progress and Future: • Ed Plan Approval on 2/2 • Monthly meeting updates and special votes • Invitations to MCHSSBC meetings
City Council	• Project Status and Cost • Project Options	• Updates to keep them informed of activities and estimating	• Presentation at Council Meeting • Invitation to School Committee meetings	Already Complete: • Invitation of 1/26 SC meeting re: Ed Plan In Progress and Future: • Estimated quarterly • Cc: on Updates to Parents of Current Students • Invitations to MCHSSBC meetings
Medford Legislators	• Project Status and Cost • Project Options	• Updates to keep them informed of activities and	• Presentation at Council Meeting • Invitation to	Already Complete: • N/A

Stakeholder Group	Primary Concerns	Communication Objectives	Preferred Channels	Frequency and Notes
		estimating	School Committee meetings	In Progress and Future: ● March invitation to meet the team ● Ad Hoc Updates
Abutters	● Timing & Work on site ● Project Options	● Information on site activities	● Mailings ● Email	Already Complete: ● Initial notification of site work (hand delivered) ● Invitation to join Abbutters Mail List In Progress and Future: ● Postcard of Abutter's meetings scheduled
Teachers	● Educational Plan ● Project Status ● Project Options ● Project Cost ● Timing & Work on Site	● Updates to keep them informed of status, activities, options, upcoming meetings	● Superintendent's weekly update ● Social Media Posts/Visuals	Already Complete: ● Space Programming, Educational Visioning ● Superintendent updates ● Teacher Based Community Forum In Progress and Future: ● Superintendent updates ● Teacher Based Community Forum - 3/3

Stakeholder Group	Primary Concerns	Communication Objectives	Preferred Channels	Frequency and Notes
Students - High School	● Project Status ● Project Options ● Timing & Work on Site ● How it will affect learning	● Updates to keep them informed of status, activities, options, upcoming meetings	● Dr. Galusi to review with staff	In Progress and Future: ● TBD
Students - Middle School/Elementary School	● Project Status ● Project Options ● How it will affect learning	● Updates to keep them informed of status, activities, options, upcoming meetings	● HS Tours/Curriculum Night for 8th Graders ● Dr. Galusi to review with staff	In Progress and Future: ● TBD
Parents of current students	● Educational Plan ● Project Status ● Project Options ● Project Cost ● Timing & Work on Site	● Updates to keep them informed of status, activities, options, upcoming meetings	● Superintendent's weekly update ● Social Media Posts/Visuals ● Principal updates ● Community-Based Meetings	Already Complete: ● Superintendent updates In Progress and Future: ● Superintendent updates ● Community Forum 3/5
Gotta Know Medford	● Project Status ● Project Options ● Timing & Work on Site ● How it will affect learning	● Updates to keep them informed of status, activities, options, upcoming meetings	● Attendance at Meetings	In Progress and Future: ● Regular updates, meetings, community forum
PTOs/ Non MHS School Communities	● Educational Plan ● Project Status ● Project Options ● Project Cost	● Updates to keep them informed of status, activities, options, upcoming	● Superintendent's weekly update ● Social Media Posts/Visuals	Already Complete: ● Superintendent updates In Progress and Future:

Stakeholder Group	Primary Concerns	Communication Objectives	Preferred Channels	Frequency and Notes
	• Timing & Work on Site	meetings	• Spring PTO meetings/school events when narrowed options exist	• Superintendent updates • Ad Hoc Invitations (need communications list)
Community Members who Require Translation Services	• Educational Plan • Project Status • Project Options • Project Cost • Timing & Work on Site	• Updates to keep them informed of status, activities, options, upcoming meetings	• Push information via community liaisons • Translators available at upcoming community forums and tours	Already Complete: • Superintendent updates In Progress and Future: • Superintendent updates • Community Forum 3/5
Residents without current students (owners and renters)	• Educational Plan • Project Status • Project Options • Project Cost • Timing & Work on Site	• Updates to keep them informed of status, activities, options, upcoming meetings	• Social Media Posts/Visuals • City email lists • Invitation to join mailing list	In Progress and Future: • Push out mailing list invitation via Superintendent update, Social Media, City Comms, and mailer
First Responders/Police	• Timing and Site Work • Project Options	• Updates to keep them informed of status, activities, options, upcoming meetings	• Email	In Progress and Future: • Meeting sin progress
Boards and Commissions (Zoning, Park, Planning)	• Varies	• Varies	• Email	In Progress and Future: • Introductory email by

Stakeholder Group	Primary Concerns	Communication Objectives	Preferred Channels	Frequency and Notes
				to understand intersections and specific requests
Council on Aging	● Project Status ● Project Options ● Project Cost	● Updates to keep them informed of status, activities, options, upcoming meetings	● Flyer in Senior Center ● Mail list subscription	In Progress and Future: ● Explore lunch and learn meet the architect series
MHS Alumni	● Project Status ● Project Options	● Updates to keep them informed of status, activities, options, upcoming meetings	● Social Media Posts/Visuals	In Progress and Future: ● Need to determine outreach approach
Community Partners/Businesses	● Project Status ● Project Options	● Updates to keep them informed of status, activities, options, upcoming meetings	● Chamber of Commerce; Partners List ● Hanging flyers ● Vocational Advisory Meetings (standing brief agenda item)	In Progress and Future: ● In-person flyer ● Explore advisory meeting