



Save Spalding Community Update

November 6th, 2024



Website:
www.saveSDE.com

Community Survey

<https://survey.alchemer.com/s3/8078694/SaveSDE>





Agenda

- Welcome & Introduction
- Timeline and Key Updates
- Our Committees
 - Strategy
 - Public Office Outreach
 - Data/Research
 - Community Outreach
 - Communications
- Plan of Action
- How You Can Help
- Q&A
- Appendix
 - Timeline of Board Meetings
 - Important QR Codes
 - SaveSDE Expenses





Timeline - High Level



**Mobilization
and Fact
Finding**

**Evaluate and
Develop**

**Finalize the
strategy**

**Present the
argument**

The Vote!!!

**Board Work
Session:
North Learning
Center**

10/8 ✓

**Board Meeting
South Learning
Center**

10/17 ✓



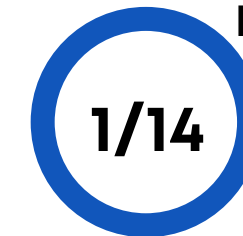
We are
here

11/12

11/21

12/10

12/19



1/14

1/23

Redistricting
Recommendation

2/11



2/20

School
Board
Vote



Key Updates

- Redistricting
 - First round of maps released 11/4
 - Online feedback through 11/8 11:59PM
 - Next meeting 12/9, condensed set of maps
 - Final recommendation 1/14 at Board Meeting
- Open Enrollment (Change of School Assignment)
 - Application Window: 12/9-1/15
 - Put in top 3 choices
 - Schools slated for redistricting will not be eligible
- PTO Spending: \$25K budget
- Prospective Parent Open House (11/12, 12/10)
- Development of the formal case (aka “the book”) to keep SDE open





Our Committees

Lauren Rosenbaum & Emily Bell

PTO Presidents and Save SDE Co-Chairs

Contact@savesde.com

Steven Guy

Strategy Chair

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Kim Parkman

Public Office Outreach

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Nora Robb

Research/Data Chair

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Jesse Schaudies

Community Outreach

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Raymond Grote

Communications Chair

raymond@rg3consultants.com

Kay Rosenberg

School Programming Chair

kayrosenberg20@gmail.com



Strategy

Achievements

- Engaged with Mike Petchenik, former investigative reporter to help with PR
- In partnership with the other committees, working on the initial draft of Strategic Argument to be reviewed with community in December

Next Steps

- Finalize OpEd(s) to be published
- Community review of Argument week of 12/16
- Build “the book” to present in January





Public Office Outreach

Achievements

- Continued in-depth meetings with key Stakeholders:
 - Board members
 - Public officials
 - Economics experts
 - Marketing professionals
 - Experts in FCS Board dynamics
 - FCS staff

Next Steps

- Continue engaging with Board Members and other Public Officials
- Key Message: Email Board Members individually



Data/Research

Achievements

- Performed extensive research around various topics that support our arguments for Spalding (housing market, new developments, academic impact, psychological impact, etc.)
- Analyzed of Fulton County Schools data on school performance, enrollment trends, demographics
- Pull together research and articles on impacts of school closures
- Met in person with several team members speaking at board meetings to weave in these concepts to their speech.

Next Steps

- Work with Strategy Committee to build “the book” with data and articles
- Evaluate data from open records requests as FCS provides
- Engaged with Greg George, Professor of Economics to develop Economic Report
- Work with strategy and meeting speakers to formulate a series of speeches.
- Create a “cheat sheet” of inconsistent statements that FCS has presented to the public for the community to use to write letters to the board.



Community Outreach

Achievements

- Established Gofundme: For those who wish to donate directly to SaveSDE.
- Engaged in outreach at bus stops and passed out flyers, including Spanish-translations
- Engaged in proactive conversations with numerous community organizations seeking support
- Set up additional signs and engaged with community members looking for additional ways to engage
- Engaged with PTOs at multiple schools to continue to gain outside support
- Began evaluating transportation options to assist community members to get to future meetings meeting

Next Steps

- Conduct Postcard campaign through 11/22
- Gauge interest in, plan, and host community events (11/16 and 12/16)
- Order plain signs for other school districts (100 signs). Current signs are confusing other areas and multiple people are interested in signs.
- Order shirts for other schools/neighbors to show a larger SAVE SDE support at various board meetings and the final redistricting.



Communications

Achievements

- Updated website including Spanish translation and resources for non-Spalding families
- Secured a diverse lineup of speakers for upcoming board meetings.
- Developed Community Survey (**now live**) to gather information
- Drafted Myths document. Addressed common myths and misconceptions about the proposed closure.
- Obtained approval from Council Of Neighborhoods for Letter of Support

Next Steps

- Develop “Why Choose Spalding” flyer in time for Open Houses (11/9)
- Complete Community Survey (11/22)
- Publish “Myths” to website
- Update Talking Points
- Publish “Elevator Pitch” for supporters to use when speaking about SDE
- Obtain Letters of Support from local business organizations, realtor organizations, and others to show Spalding has full support of the community with every constituency

Community Survey

<https://survey.alchemer.com/s3/8078694/SaveSDE>





Plan of Action

(In addition to attending and speaking at Board meetings)

- **Release Community Survey:** November 6, 2024
- Develop Open House “Why choose Spading” flyer: November 9, 2024
- Conduct open Enrollment Outreach: Open House for Spalding Drive Elementary: November 12, 2024, 9:30 AM.
- Conduct Board Outreach:
 - Design Submission for Postcards from Spalding Drive Children: November 6th, 2024 with postcard writing to follow the next two weeks
 - Board Meetings with planned speakers and coordinated messages
 - Community Member reach outs
- **Complete rough draft of case to keep Spalding open (“the book”)** - November 15, 2024
- **Complete Community Survey:** November 22, 2024
- Review key points of rough draft with supportive Board members, local officials, economist, PR professional, and Committee/sub-Committee members





Plan of Action

(In addition to attending and speaking at Board meetings)

- **Obtain Economic Impact Analysis** by November 22
- **Obtain Letters of Support from key community groups** - to be completed December 4, 2024:
 - Businesses
 - Real Estate Professionals
 - Public Officials
 - Community Organizations
- Open House for Spalding Drive Elementary: December 10, 2024, 9:30 AM.
- **Gauge interest in hosting a community meeting in December**
- (If enough interest) **Host Community Meeting to Present Draft Case to the Board:** Proposed for the week of December 16, 2024, with possible dates of December 16, 17, or 18.
- **(Tentative) Submit Case to keep Spalding open to Board:** No earlier than December 19, No later than January 14.





How You Can Help

ALL SaveSDE Community:

- **Submit design for student postcards / letters - Deadline today, November 6, 2024**
- Obtain Letters of support from local groups, businesses (your business!), realtors, etc by **December 4** and forward to contact@savesde.com
- Submit feedback online for Round 2 Redistricting - **Deadline November 8, 2024**
- Write emails to board members, focus on the positives of Spalding but also ask important questions
- Take community survey when published - **Deadline to complete November 22, 2024**
- Ensure students write letters to Board (more info to come from Outreach Committee) over the next two weeks. RSVP to and attend Board and Redistricting meetings
- Ensure students write letters to Board (more info to come from Outreach Committee) over the next two weeks.

Other items in progress:

- Coordinating speakers for Board Meetings in November and December
- Developing an OpEd to be published
- Conducting targeted outreach to all Spalding Communities
- Drafting Case for keeping Spalding open
- Continuing to meet with FCS Board Members
- Continuing to engage with local and state public officials
- Gauging interest in community event for week of December 16, 2024
- Developing plans for push in January and February for large numbers of Board attendees

Q&A



Appendix





Timeline of Board Meetings

November 12: FCS Board Work Session at North Learning Center, Public Comment 6PM

November 19: District 7 Community Meeting with Dr. Morancie at Hillside ES, 10AM

November 20: District 3 Community Meeting with Katie Gregory at Paul D. West MS, 5:30PM

November 21: FCS Board Meeting at South Learning Center, Public Comment 6PM

December 10: FCS Board Work Session: North Learning Center, Sandy Springs, GA

December 19: FCS Board Meeting: South Learning Center, Union City, GA

January 14: FCS Board Work Session: Tuesday, North Learning Center, Sandy Springs, GA

January 23: FCS Board Meeting: Thursday, South Learning Center, Union City, GA

February 11: FCS Board Work Session: North Learning Center, Sandy Springs, GA

February 10: FCS Board Meeting, South Learning Center, Union City, GA



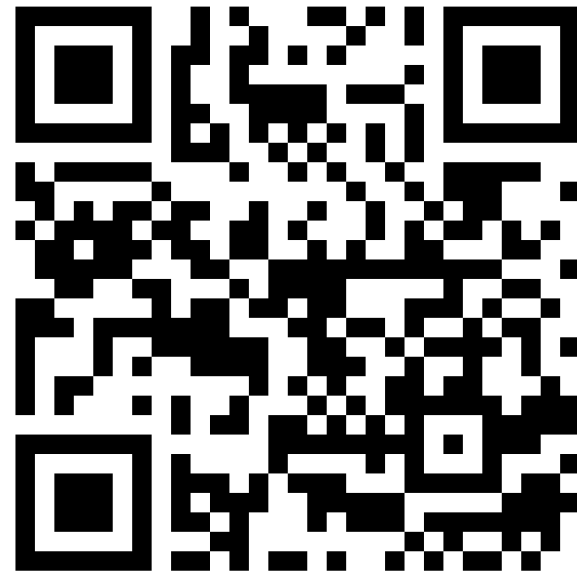
Stay Up To Date and Participate!



Save Spalding Website
saveSDE.com



Sign up for
email updates



Subscribe to
the calendar



Community Survey





Funding and Expenses

Date	Description	Amount
9/18/2024	Retainer for PR rep	\$1,000.00
9/25/2024	Save SDE shirts (distributed at FCS Board meeting)	\$600.00
10/1/2024	Yard signs for community	\$663.02
10/7/2024	Donation made via Venmo	(\$50.00)
10/20/2024	October payment - PR	\$1,000.00
Total Save SDE Cash Expenses		\$3,213.02
Outstanding Expenses (est)	Car Magnets and PR	\$2,300 (est)
Total Expenses		\$5,513.02 (est)
Remaining Est PTO Budget		\$19,486.98

Potential Future Expenses

- Postage & Envelopes
- Economic Impact Study
- Ongoing PR and Communications (website, survey, signs, etc)
- TBD Events
- Open Records Requests
- Other not currently known

