

Table of Events – Haight Renaming Communications

Date	Audience	Format	Message
2/5/2018	All AUSD staff, families, community subscribers, and media partners	AUSD newsletter	Applications available for the Haight Renaming Committee; overview of the process
4/9	Haight staff, students, families	April "Eagles News" Haight School electronic newsletter	All recipients of the newsletter were invited to attend the first meeting of the renaming committee. The message made it clear that HRC meetings were open to the public. A link to this AUSD page providing an overview of the process (http://www.alameda.k12.ca.us/news/view?d=x&id=1517826604221) was included.
4/30	Haight staff, students, families	May "Eagles News" Haight School electronic newsletter	The Principal's Message section of the newsletter included the following: "The Haight Renaming Committee had its first meeting on April 9th. The committee members are a diverse selection of interested individuals, including current parents, alumni, staff, and past parents. AUSD attorney Chad Pimentel provided information about the rules governing a school renaming. The committee discussed ways to engage students and other Haight community in the process, as well as the likely timeline. The deadline for having a decision about a new name is January 2019. Committee meetings are open. Next meeting date TBD."
5/14	Haight families, teachers, administrators	May 14 This Week @ Haight email "blast"	Principal Lewis' weekly email blast included the following: "This is the second meeting of the Renaming Committee. One of the topics they will discuss is how to engage others in the process and how to educate students about the topic. The meeting is public so anyone can attend."
5/14	Haight community members	May 14 HRC meeting	Three community members attended and participated in the HRC's second meeting.
6/3	Haight families, teachers, administrators	June 3 This Week @ Haight email "blast"	Principal Lewis' weekly email blast included the following: "The 3rd meeting of the Haight Renaming Committee will be held in the Media Center. The committee meeting is open to the public."
6/4	Haight alumni	June 4 HRC meeting	Two Haight alumni attended and participated in the HRC's third meeting.
7/9	Alameda Community	AUSD HRC web page goes live	Information on Henry Haight, renaming, meetings, board presentations, etc. This has been updated up through the present.
7/29	Alameda community	Informational table at the Park Street Art & Wine Faire, with pamphlets and fliers; one-on-one discussions with individuals	Why renaming process is happening; learn more and receive updates at Rename Haight website
8/14	Alameda community	AUSD Board Meeting	Susan Davis and Rochelle Lokting presented the HRC's work and plans.
8/29 (Back-to-School Night)	Haight staff, parents, students	Presentation and informational table that had: a box for submitting name suggestions and renaming info in: English, Arabic, Chinese, Spanish, Tagalog, and Vietnamese	Why renaming process started; how to submit name suggestions; elections will take place in fall

9/11	Haight staff	Email from SDavis (attached)	Overview of renaming process; suggestions on how staff can get involved
9/11 (continuously updated until after the elections)	Haight staff, students, families	Bulletin Board in Haight front hall	How to get involved in the renaming: name-suggestion slips (in multiple languages), timeline of renaming process; dates and deadlines for submitting names and voting; Haight quotes, renaming information in 6 languages; legacy plans; election results
9/12	Haight PTA members	Haight PTA Meeting	Presented an overview of the HRC's work and plans
9/13	Alameda community	"Notes from AUSD" in Alameda Journal	
9/14	All AUSD staff, families, community subscribers, and media partners	AUSD newsletter	Name suggestions sought; overview of process
9/27	Haight Staff	Letter to Haight staff left in their work mailboxes (along with a "Cross-curricular Activities Guide" and "Suggested Reading List" for teachers to possibly use while talking to their students about the renaming process)	Overview of renaming process: deadline for name submissions, dates for upcoming school-wide elections, information about essay contest and references to renamehaight website and bulletin board for more information
10/1	Haight staff, students, families	Eagles News/principal's message	Context for renaming; upcoming events
10/8	Haight teachers	Presentation and discussion with teachers in an on-site meeting	Discussed deadlines and dates for submitting names and voting; responded to teacher questions, concerns, and suggestions; gave teachers an up-to-date list of the name suggestions that had been submitted thus far.
10/8	Haight staff	Email from SDavis (attached)	Thank you for letting committee members speak at staff meeting; FW of 9/11 email
10/10	Haight PTA	Haight PTA Meeting	Presented HRC work, plans, deadlines and activities to the PTA
10/24	All AUSD staff, families, community subscribers, and media partners	AUSD Newsletter	October 24 community forum promotion
10/12	Haight staff	Email from SDavis (attached)	Voting logistics; Doodle poll on best dates for elections
10/22	Haight staff	Email from SDavis (attached)	Upcoming community forum; confirmed election dates.
10/23	All AUSD staff, families, community subscribers, and media partners	AUSD Newsletter	Haight and LMS are holding mock elections; 10/24 promotion
10/22-23	Neighbors	Leaflet	Advertising 10/24 forum
10/24	Community at large	Community Forum (PPT attached)	Background on renaming, logistical details, discussion

10/25	Community at large	“Notes from AUSD” column in Alameda Journal	Haight and LMS are holding mock elections
10/26	Haight community	Bulletin board	Candidate descriptions (in multiple languages); information on voting
10/28	Alameda community	FAQ on website	Renaming process; upcoming elections
10/30	Haight TK students	In-class lesson by RLokting	Why we are voting; here are the candidates
10/29	Haight families, teachers, administrators	10/9 This Week @ Haight weekly email blast (attached)	Principal Baker’s email blast included the following: “VOTING INFO FOR SCHOOL RENAMING Coming home this week The first round of voting for a new name for Haight School will be on Nov. 6th. Students and staff will pick their favorite from a list of four alternative names. Look for important information to come home with students this week. FAQ and voter guide can be found here (link to the AUSD HRC web page).”.
11/3	Students, staff, families	Video produced by Kevin Baker put on website and promoted	Description of four candidates in 11/6 election. Candidate descriptions were drawn directly from Voter Guide descriptions.
11/3	Families and students	Voter Guides (multiple languages) sent home and made available to staff (attached)	Here is how voting works; here are the candidates; links to background information
11/4	Haight staff	Email from KBaker (attached)	Details on primary election; link to video
11/5	Haight families	Email and robocall from KBaker (attached)	How to vote
11/5	Haight staff, students and families	Eagles News/principal’s message; standalone news blurb	Voting is coming up
11/5	Haight families and staff	Voting reminder (attached)	Voting is coming up; links to background information
11/6	Haight families and staff	Voting stations set up in front hall & MPR w/volunteers, Separate ballot box set up in staff room	Voting Guides in multiple languages, FAQs
11/6	Haight students	Voting stations set up in cafeteria for students; announcements from KBaker, plus support from teacher and parent volunteers	How to vote
11/6 & 11/7	Haight families picking up children from after-school care	Voting station set up in MPR with volunteer w/Voter Guides in multiple languages and ballots	How to vote
11/7	Haight graduates from last three years	Letter and candidate descriptions (attached)	Background information on renaming; instructions on how to vote
11/7	Haight parents, students, staff	Signs posted at front and back of school about casting “absentee” ballots	Students, staff, and parents can vote in office if they were not present for “primary election”

11/9	School community (families, students, staff)	Posters (in multiple languages) –hung up at front of school, back of school, bulletin board, and hallways (attached)	11/16 vote coming up; two candidates
11/9	Haight staff	Email from KBaker (attached)	Primary results; next steps
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11/11-12	1-block radius neighbors and 3-block radius businesses	Letters, ballots, FAQs, and conversations	HRC members hand-delivered background information on renaming; instructions on how and when to vote
11/12	Haight families, teachers, administrators	“This Week at Haight” PTA email (attached)	Voting opportunities, candidate descriptions
11/14	Haight families	Email from Haight office	Voting reminder
11/14	PTA meeting [parent-guardians]	Face to face	Background and also opportunity to vote
11/14	Haight families	KBaker Robocall and email (attached)	Reminder to vote on 11/15
11/15	Haight families, staff,	Voting stations set up in front hall & MPR w/volunteers	Voting guides in multiple languages, ballots, and signage
11/15	Haight students	Voting stations set up in cafeteria for students; announcements from KBaker, support from parent and teacher volunteers	How to vote
11/15 & 16	Families picking up children from after-school care	Voting station set up in MPR with volunteer w/Voter Guides in multiple languages and ballots	How to vote
11/26	Haight parents, students, staff	Signs posted at front and back of school about casting “absentee” ballots	Students, staff, and parents can vote in office if they were not present during “general election” (this was first day back since 11/15 due to Campfire and Thanksgiving Break)
12/5	All AUSD staff, families, community subscribers, and media partners	AUSD newsletter	Haight chooses “Love”; review of process
1/22	Board of Education	PowerPoint presentation by HRC	Description of renaming process
1/25/2019	All AUSD staff, families, community subscribers, and media partners	AUSD newsletter	Comment period open on on new name; review of process.

2/8	Alameda Community	“Notes from AUSD”	Comment period open; review of process
2/1; 2/13; 2/27; 3/6; 3/14; 3/22; 3/29	All AUSD staff, families, community subscribers, and media partners	AUSD newsletters	Reminder that comment period is open; links to more information.
3/26	Board of Education	PowerPoint presentation	Review of process