Step 1: Research
After full lockdown due to the COVID-19 epidemic in 2020, we began a phased-in approach for hybrid school reopening in Spring 2021 school year and for full, on-campus learning in August 2021. Our efforts were largely based on two research points. 1. significant community engagement and 2. state and county public health guidance.

Community engagement took the form of Zoom Townhall meetings with the superintendent and a series of focus groups for both parents and staff members. The primary audience was parents and staff members, with the community on the periphery. This feedback was crucial to reopening planning and communication.

Focus groups
The District held multiple focus groups totaling eight hours because we wanted to collect as much qualitative feedback as possible during planning. Additionally, the District held a ThoughtExchange for 60 participants.

Distance Learning Focus Groups
MVWSD held multiple focus groups about distance learning with staff members, teachers and parents in order to further refine its plan for the benefit of students.

Reopening Task Force
This group, representing teachers, administrators and classified staff, met eight times to vet ideas for reopening and share ideas and concerns.

Community Check-ins
These twice-monthly virtual town halls and listening sessions with the superintendent proved to be extremely popular with parents and staff members’ attendance topping off at 900 people.

The principles of Return to Learn were to: 1. Provide quality academic instruction, either in distance or hybrid learning 2. Keep students and staff safe while learning. 3. Communicate openly and in a transparent manner about the reasons for decisions and plans to create comfort and acceptance among parents and staff.

Step 2: Planning
While there are too many efforts in school reopening to list all of them here, our basic strategies lined up into a two-pronged campaign. 1. Communicating the choices and myriad of details facing parents choosing to send their students back to campus in hybrid instruction or continue in distance learning in Spring 2021. 2. Communicating the details of the opening of fully, on-campus school with COVID restrictions in August 2021.
Step 3: Implementation:
The main vehicles for getting information to our audience were videos, meetings, and info graphic/calendars. Emails reached 5400 parents and staff members. The videos and graphics were shared and re-shared on social media. Views ranged from 500 to 2,000 for these posts and videos. During this point in the campaign, meetings with the superintendent averaged 100-300 attendees. All print and digital media were fully translated into Spanish and close-captioned.

(Please click on the links below to view the submitted graphics)

Planning Goal #1: Communicating choices and reopening process
Return to Learn Plan - comprehensive and well-circulated overview of district efforts.

Which learning option? (Feb 2021)
video English (1413 video views)
Learning Options Infographic (Social views: 1160)

Spring 2021 Reopening calendar
In March, students could either continue with distance-learning or return to on campus in a hybrid schedule, based on the preferences they submitted through an online survey. The result was an extremely complicated scheduling and staffing process and return to school logistics schedule that was insanely difficult to communicate. The result was a series of schedules tailored to each “roomie” and “zoomie” group that was widely praised by parents and staff members

Reopening calendar- all groups (Social views: 1195)
Reopening calendar - only Zoomies
Zoomies schedule
Reopening calendar - only Roomies A (Mon/Tues)
Roomies A schedule
Reopening calendar- only Roomies B (Thu/Fri)
Roomies B schedule
Reopening calendar- only Roomies C  (M/T/W/Th/F)
Roomies C schedule

Video: What to expect when you're back on campus (869 reach on social media and 512 video views)
Planning goal #2: Communicating what on-campus school looks like August 2021

What the 2021-22 school year will look like infographic

Video: Back to School 2021-22 (2078 reach on social media and 716 video views)

Step 4: Evaluation

Effectiveness of these efforts is measured in several ways. 1. Quantitative data about the number of use of videos. 2. Focus groups and meetings with the superintendent continue, giving us direct qualitative feedback on how well we are doing. 3. In April, we will have a new year of longitudinal data as part of the LCAP survey, specifically, parent and staff responses to several questions regarding knowledge and understanding of school procedures. 4. Finally, we have immediate anecdotal data when parents and staff members approach us with reactions and questions.