

CAMPAIGN CALENDAR 2016 - 2017

BRAND	MIND THE GAP	Our mission is to close the digital divide in West Charlotte. This campaign will recognize the immense division of digital literacy and competence in West Charlotte, and propose a plan to create more inclusion through engaging high school juniors and seniors at West Charlotte High School.
THEME	DIGITAL TRANSIT	

PROJECT PHASE	STARTING	ENDING	PROJECT PHASE
PHASE 1	June	August	COMMUNICATION WITH OPINION LEADERS
PHASE 2	September	December	OBTAINING TECHNOLOGIES
PHASE 3	January	March	SKILLS AND TRAINING
PHASE 4	April	May	INSPIRE AND NURTURE

JUNE							JULY							AUGUST							SEPTEMBER							OCTOBER							NOVEMBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4						1	2		1	2	3	4	5	6					1	2	3							1			1	2	3	4	5
5	6	7	8	9	10	11	3	4	5	6	7	8	9	7	8	9	10	11	12	13	4	5	6	7	8	9	10	2	3	4	5	6	7	8	6	7	8	9	10	11	12
12	13	14	15	16	17	18	10	11	12	13	14	15	16	14	15	16	17	18	19	20	11	12	13	14	15	16	17	9	10	11	12	13	14	15	13	14	15	16	17	18	19
19	20	21	22	23	24	25	17	18	19	20	21	22	23	21	22	23	24	25	26	27	18	19	20	21	22	23	24	16	17	18	19	20	21	22	20	21	22	23	24	25	26
26	27	28	29	30			24	25	26	27	28	29	30	28	29	30	31				25	26	27	28	29	30		23	24	25	26	27	28	29	27	28	29	30			
							31														30	31																			
DECEMBER							JANUARY							FEBRUARY							MARCH							APRIL							MAY						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	3	1	2	3	4	5	6	7				1	2	3	4				1	2	3	4							1		1	2	3	4	5	6
4	5	6	7	8	9	10	8	9	10	11	12	13	14	5	6	7	8	9	10	11	5	6	7	8	9	10	11	2	3	4	5	6	7	8	7	8	9	10	11	12	13
11	12	13	14	15	16	17	15	16	17	18	19	20	21	12	13	14	15	16	17	18	12	13	14	15	16	17	18	9	10	11	12	13	14	15	14	15	16	17	18	19	20
18	19	20	21	22	23	24	22	23	24	25	26	27	28	19	20	21	22	23	24	25	19	20	21	22	23	24	25	16	17	18	19	20	21	22	21	22	23	24	25	26	27
25	26	27	28	29	30	31	29	30	31					26	27	28					26	27	28	29	30	31		23	24	25	26	27	28	29	28	29	30	31			
																												30													

June						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5 Open Meeting Forum	6	7	8	9	10	11
12	13	14	15 Staff Meeting ★	16	17	18
19	20	21	22	23	24	25
26	27	28	29 ★	30		

Tactical Notes
<p>Personnel Needed: All staff must attend Open Meeting as well as Staff Meeting. The team consists of 5 full-time employees and 2 part-time interns.</p> <p>Desired Outcome: After this month, the team will have now interacted directly with the community and initiated a relationship. This relationship will be built upon throughout the year so this initial month is pivotal in its execution.</p> <p>★Bimonthly staff meetings will be held at 1 p.m.</p>

June 5	Open Meeting/ Forum	The Open Meeting will be for the community, educators, and students at JCSU. It will start at 6 p.m. at Mary Joyce Taylor Crisp Hall Student Union. This event is aimed to start a conversation with the community.
June 15	First Staff Meeting	The Staff Meeting will be to discuss results of Open Meeting/Community Forum (Go over and consolidate main objectives). Create preliminary list of Objectives, this will be modified and consolidated over time.

July						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6 ★	7	8 JCSU Meeting	9
10	11	12	13	14	15	16
17	18	19	20 Design Workshops	21	22 PSA	23
24	25	26	27 ★	28	29	30
31						

Tactical Notes

Desired Outcome:
 By the end of this month, the team will have established a working relationship with JCSU. The design team will solidify the workshops and add more details to the workshop agenda. The first PSA will be submitted to the public and the team will begin assessing how the community reacts to the campaign.

July 8	JCSU Meeting	The team will meet with JCSU Communications and Marketing program director to discuss opportunities for campaign initiatives and working with the school in order to meet the needs of the community of West Charlotte.
July 20	Design Workshops	The team will meet to design workshops to fit the needs of High School Juniors and Seniors. They will draw from list of objectives formed over the forum and meeting. Staff members should agree on the activities, dates, times, and resources needed/how to acquire.
July 22	Launch PSA	On this date, the first PSA will be launched to inform the community.

August

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10 ★	11	12	13
14	15 Finalize Objectives	16	17	18	19	20 Obtain Tech Resources
21	22	23	24 ★	25	26	27
28	29	30	31			

Tactical Notes

Desired Outcome:
 This month the team will set the stage for the upcoming month. All the objectives will be finalized and the technology needs will be established. As a result, the team will begin to obtain the technology that will be needed.

August 15	Finalize Objectives	The team will finalize objectives during this meeting in order to implement them in the coming months. Team will also create finalized list with main objectives and the final goals that these objectives will meet.
August 20	Obtain Technologies	The team will meet to obtain resources needed to facilitate the expected goals. There will be open brainstorming between planning committees and the education board. Include brainstorming ideas in future phases once obtained. In accordance with objectives, determine the technology that will be used promotionally throughout community learning programs in order to meet set goals.

September

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2 JCSU and Project LIFT	3
4	5	6	7 ★	8	9 Assemble Team	10
11	12	13	14	15	16	17
18	19	20	21 ★	22	23	24
25	26	27	28	29	30	

Tactical Notes

Desired Outcome:

The team will solidify future plans with JCSU and will begin to work with Project L.I.F.T. The interns will join the team this month and focus primarily on creating the community forum. The online forum will generate transparency and contact with the community.

September 3	Meet with JCSU and Project L.I.F.T	The team will meet with JCSU and Project L.I.F.T technology facilitators regarding upcoming fundraising initiatives and website promotions.
September 10	Assemble Web Design Team	The team will assemble web design team or intern team to create a community forum for the project's mission, events and donations to the project. Project for community service hours with JCSU students using the Launch web page to invite the community to donate or attend the events.

October

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5 ★	6 Establish Collab.	7	8
9	10 Tech. Marathon meeting	11	12	13	14	15
16	17	18	19 ★	20	21	22
23	24	25	26	27	28	29
30	31					

Tactical Notes

Desired Outcomes:

This month the team will generate a relationship with community programs such as local libraries and NGO's. Planning for the "Technology Marathon" will also begin this month.

October 6	Establish Collaboration	The team will establish collaboration with local libraries (PLCMC), NGO's, university and high school programs to attend, coordinate or donate to upcoming fundraising events.
October 10	Technology Marathon Meeting	Meet with "Technology Marathon" committee to further plan the event and establish goals for upcoming fundraising. An event planner will be hired as an intern from the JCSU student body.

November

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9 ★	10 Christmas Fundraising	11	12
13	14 Establish Goals	15	16	17	18 Meet with Sponsors	19
20	21	22	23	24	25	26
27	28	29	30 ★			

Tactical Notes

Desired Outcomes:

The major focus of this month revolves around the Christmas Fundraising Event. The team will solidify all the details of the event and communicate with sponsors to ensure the event will go smoothly.

November 10	Plan Christmas Fundraiser	The team will meet with event planner to secure JCSU as local venue and food for the event.
November 14	Establish Fundraiser Goals	The team will establish the fundraising goal for the event. Discuss budgeting, food costs, technology costs, sponsors, what type of payments are accepted (cash and credit).
November 18	Meet with Sponsors	The team will meet with sponsors to receive the giftcards from Chima, Ruth's Chris and Farenheit. Decorations will be picked up and invitations will be designed.

December

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 Christmas Fundraiser Planning	2	3
4	5	6	7 ★	8	9	10
11	12	13	14	15	16	17
18 Christmas Fundraiser	19	20 Pair with local tech. stores	21 ★	22	23	24
25	26	27	28	29	30	31

Tactical Notes

Desired Outcomes:

The team will generate funds for West Charlotte High School students to promote digital literacy. This month will also revolve around the “Technology Marathon” and the team will obtain the necessary supplies to facilitate the upcoming workshops and events.

December 1	Plan Christmas Fundraiser	The team will send out invitations to target community members. Tickets to attend will be 10 dollars per person. Raffle tickets to win various gift cards to uptown restaurants such as Ruth’s Chris, Chima and Fahrenheit will be 2 dollars each or 3 tickets for 5 dollars..
December 18	Christmas Fundraiser	Launch event to raise awareness and money for the digital literacy in CMS schools and beyond. Take the time to advocate for the campaign initiatives and upcoming outreach.
December 20	Pair with local technology stores	The team will pair with local technology stores such as The GRID or Best Buy to make purchases during holiday season that will ensure the purchase of supplies necessary to facilitate upcoming workshops and the “Technology Marathon”.

January

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3 Tech Marathon	4 ★	5	6	7
8	9	10	11	12	13	14 Distribute Flyers
15	16	17	18 ★	19	20	21
22	23	24	25 Workshop 1	26	27	28
29	30	31				

Tactical Notes

Desired Outcomes:

The Technology Marathon will initiate direct contact with West Charlotte High School and generate an excitement within the school around Mind the Gap. Information will be introduced throughout the month to inform students about the upcoming workshops. Workshops will begin and students will be educated.

January 3	Technology Marathon	“New Year, New Technology” Technology Marathon event at WCHS to announce donated or purchased technology. This event will take place in the gymnasium and will consist of different tables set up featuring the new technologies. During this event, the upcoming workshops will be promoted as well as the new technology provided. Students will have the opportunity to sign up for the workshops.
January 14	Distribute Flyers	Distribute Flyers (promotional initiatives for the workshops) in high visual places such as: bathrooms, poster boards, inside classrooms and on windows.
January 25	Workshop #1	Technology and YOU! Workshop leader will mention more basic and prominent uses of technology. The leader will discuss most influential or prevalent devices in today’s society, their main purposes and basic operations. For example: social medias and networking sites like LinkedIn, StudyBlue, Quizlet and/or even sites used predominantly for entertainment purposes such as Facebook, Instagram, and Twitter. Explain the importance of being technologically literate and how being so can benefit in enhancing the learning experience while in school, but also when entering the “real world.”

February

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 ★	2 Workshop 2	3	4
5	6	7	8	9	10	11
12	13	14	15 ★	16 Workshop 3	17	18
19	20	21	22	23 Workshop 4	24	25
26	27	28				

Tactical Notes

Desired Outcomes:

The workshops this month will continue to educate and animate students.

February 2	Workshop #2	BYOD (Bring your own device) -- Have this day dedicated for hands on participation with students personal technologies from home and also have some provided for those who have yet to obtain particular devices. It will be kept simple to smartphones, tablets, and cameras. This day may require more than one workshop leader to attend to multiple people while they play around with technologies and investigating their operations. This will be geared towards being a 'fun and interactive' session.
February 16	Workshop #3	Technology and the Workforce --How digital literacy is vital for the working world. Delve into specific technologies that are often utilized in the workplace. Introduce softwares such as Microsoft Suite, Adobe, E-mail, and the Internet (including but not limited to internet tools and search engines).
February 23	Workshop #4	Keyboarding & Typing -- Provide necessary instruction for key components of using a standard keyboard like the 'QWERTY' typing techniques (what finger to use where), convenient keyboard shortcuts to know, and typical tools that PC's provide.

March

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 ★	2 Workshop 5	3	4
5	6	7	8	9	10	11
12	13	14	15 ★	16 Workshop 6	17	18
19	20	21	22	23	24	25
26	27	28	29 ★	30	31	

Tactical Notes

Desired Outcomes:

The workshops will come to an end and the goal for this month is to have educated students at WCHS. By this point, the students who have attended will have become more digitally literate.

March 2	Workshop #5	Social Media -- Offer guidelines for which social media outlets are best for what. I.e. Facebook may be best for announcing events with more details, incorporating text, images, and video. Instagram may be best just for providing an image, in either the literal sense or in associating photos with a brand/company, etc. Twitter may work best for quick announcements. LinkedIn is helpful with creating self image/identity, creating a 'quick-glance' - styled portfolio, and networking with potential employers.
March 16	Workshop #6	The Digital World and Tomorrow (Google Fiber in your backyard and smart homes down the street)-- What is Google Fiber? Express to attendees what it can and will do for them as an individual and for the community at large. This workshop can also be used to excite the people of the community and encourage a desire to get on board the tech train.

April						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 Opinion Leader e-invites
2	3	4	5 ★	6	7 Creation of surveys	8
9	10 Send out surveys	11	12	13	14	15 Receive survey feedback
16	17	18 Recruit local speakers	19 ★	20	21	22
23	24	25 Place speakers	26	27 Social hours	28	29
30 Partner with student groups						

Tactical Notes
<p>Desired Outcome: This month is all about feedback. The team will initiate surveys to understand the impact of the campaign.</p>

April 1	Send out opinion leader e-surveys	The team will send out “e-invitations” to opinion leaders: of the community. This includes: JCSU teachers, leaders from nonprofits such as E2D, Digital Charlotte, Google Fiber, NCC, graduates from JCSU. These groups would either accept or decline being in video logs to show to students.
April 7	Create surveys	The team will create surveys to receive quantifiable feedback gained from students, teachers and local neighborhoods about their knowledge, expectations and interests in Internet access or technology.
April 10	Send out surveys	The team will distribute surveys to students, teachers, local neighborhoods of West Charlotte and areas of impact.
April 15	Receive feedback	The team will receive feedback from surveys and brainstorm on ideas for future use.
April 18	Recruitment	Begin recruitment for local speakers (opinion leaders) especially in the west charlotte area (E2D, Digital Charlotte, Google Fiber, NCC, graduates from JCSU).
April 25	Place speakers	The team will start placing speakers in institutions to facilitate presentations at nearby high schools about their experience and how digital literacy has helped them personally or professionally.
April 27	Social hours	Implement social hours/after school activities in CMS high schools to spread technological growth within the community and to be shared at home.
April 30	Partner with student groups	Go into high schools and partner up with student committees such as, yearbook, prom and homecoming only using forms of technology for utilization purposes.

May						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3 Create surveys ★	4	5 Pass out surveys	6
7	8	9	10 Receive & measure feedback	11	12	13
14	15	16	17 ★	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Tactical Notes
<p>Desired Outcome: This month will finalize the feedback stage of the campaign. The team will analyze the data received from the past month and reflect on the success and opportunities around the campaign.</p>

May 3	Create feedback surveys	The team will create surveys to measure feedback from students on the acceptance of using technology for their current practices and what can be done to better the campaign initiatives.
May 5	Pass out surveys	The team will then pass out surveys.
May 10	Receive and measure feedback	The team will receive and measure feedback from students and use data to continue with future planning for the Fiber.