



Ira W. Yellen, APR, Fellow PRSA
President & CEO

Introduction

Woodbridge, CT's primary elementary school project involves major infrastructure upgrades and potential expansion for [Beecher Road Elementary School](#) addressing overcrowding with modern learning spaces, better tech, and HVAC, while exploring new construction options for future growth, with committees and community input guiding decisions for this 1960s-era campus facing increased enrollment and outdated facilities.

The Beecher Road School Project

- **Goal:** To replace the aging Beecher Road School (built in the 1960s) and build as new in order to meet current educational standards, accommodate growing enrollment, and improve safety and sustainability.
- **Key Issues:** Decreased classroom space, outdated infrastructure (HVAC, tech, security), and increased student population.
- **Committee:** The Beecher Infrastructure Upgrade Building Committee (BIUBC) was formed in 2024 to develop solutions, working with architects [Antinozzi and Associates](#) and Construction Solutions Company.

Proposed Solutions & Progress

- **Options Explored:** New construction, renovation, and repurposing existing facilities with the final decision to build a new elementary school.
- **Grant Focus:** Seeking state grants with potential waivers for space standards to allow for expansion, especially for early childhood programs and full-day kindergarten.
- **Enrollment Projections:** Planning for a higher enrollment, with the committee using the highest projections (around 960 students) for design.
- **Community Input:** Holding workshops to gather feedback on goals, space needs, and priorities.

Recent Activities & Next Steps

- **Grant Deadlines:** Working with state agencies for grant extensions and approvals.
- **Architectural Plans:** Developing specific plans based on enrollment data and feedback.
- **Site Work:** Progress on roof, site, and drainage updates.

Latest Public Information:

- <https://www.woodbridge.k12.ct.us/district-information/school-modernization>



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Recommended Scope of Services

We will use the following sequential steps that forms the basis of creating a focused community relations and communication strategy for Beecher Road Elementary School based upon these objectives:

- Communicate the strengths and advantages of building a new Beecher Road Elementary School that will improve the children's education and future success as they mature
- Involve members of the school community in developing and supporting cohesive messages that communicates the strengths and advantages of build a Beecher Road Elementary Schoolas new
- Identify and prioritize audiences who should receive information in the process of supporting the plan as it evolves. Then use the effective communication vehicles (direct and indirect) to these audiences in order to sustain support of the Beecher Road Elementary School project

A. DISCOVERY —Research and Analysis

Review internal and external perspectives, perceptions and competition by analyzing existing materials (surveys, interviews, media coverage, community and parent involvement, and other relationships). A report that includes a "roadmap" and proactive messaging agenda for a community relations and communication plan.

Demographics and Community Statistics:

Population & Age

- Population: 9,087 residents (2020 Census).
- Median Age: 49.3 to 50.5 years.
- Age Distribution: Approximately 23–25% of the population is under 18, while about 22–25% is 65 or older.

Race & Ethnicity

- White: 74.5%–82.8%.
- Asian: 7.4%–13.3%.
- Black or African American: 2.35%–3.07%.
- Hispanic or Latino: 6.02%.
- Two or More Races: 5.58%–6.99%.

Housing & Households

- Homeownership: 86%–88% of households are owner-occupied.
- Households: Roughly 3,200 households, with an average family size of 3.31.
- Median Home Value: Approximately \$546,400 to \$553,700.

Income & Education

- Median Household Income: \$201,926.
- Education: 68% of adults 25 and older have earned a bachelor's degree or higher.
- Top Occupations: Education, Instruction, & Library; Sales; and Management.



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B. MARKETING & COMMUNICATION PLAN —Strategy and Messaging

Create and use specific marketing tools by using value messaging about the future plans. This will elicit positive attitudes and support from the targeted audiences.

1. Outreach to Community and Parents
 - a. Use of a digital district newsletter, website and social media, e.g., *Facebook*, etc. that highlights of events, activities, initiatives, and other important information
 - b. Once a year focus group to help measure and evaluate the effectiveness of the district's communication efforts
2. Communication Vehicles Evaluation
 - a. Evaluate all current communication and marketing materials from the district and schools for readability and effectiveness, e.g., newsletters, correspondence, websites, social media, etc.
 - b. Recommend design and content improvements
 - c. Professional development training for board's communication committee and board, district and school staff in implementing a cohesive plan of action that garners community support
3. Create an internal/external communication plan and tactics for long and short term planning and outcomes.
 - a. Talking points that staff, board, and committees can use when presenting or explaining project that includes a brochure and media relations
 - b. Newsletter and survey that incorporates key goals and objectives of future plans and community feedback to garner support
 - c. Review website and social media to improve parent and community engagement
 - d. Agenda management planning strategy for keeping communication as transparent as possible
4. Next Steps and deadlines
 - a. Create/distribute newsletter and survey
 - b. Analysis survey and recommendations for community engage mtg.
 - c. Review and recommend changes to website and communication materials
 - d. Prep and prepare board communication committee for community engagement
 - e. Create digital and print on demand brochure for community engagement
 - f. Create a media relations plan for local and regional outlets



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C. Deliverables

Given our experience in working with similar types of school district projects, we estimate a savings of time and expense of at least 10% for the district. The following budget is an estimate based upon previous experience. We will work with a given budget, but might have to modify if additional services and time are requested or arise that are not apparent as each task is being worked on. We also recommend that the district assign one contact person to work with our team in order to keep the project moving. Any changes to the following, additional costs will be provided for approval.

- 6-page newsletter/community survey that also includes a board letter, Q&A that answers why build new over other options
 - Inefficient building layout for daily movement throughout the building that has many corridors
 - Decreased classroom space, outdated infrastructure (HVAC, tech, security), and increased student population.
 - Undersized library, auditorium and cafeteria
 - Costly energy and maintenance
- 4-page follow up that feature survey highlights, schematics, timeline/plans going forward, board letter
- 4-page pre-referendum features the need for a new Beecher Road Elementary School project timeline to be in households prior to referendum posting
- Slide deck/ video (Library, Senior Citizen Center, public buildings website)
- Social Media Information, e.g., Facebook
- One page handout (talking points for board, presenters, part of display)
- Media Relations: press releases, prep for Interviews,

NOTE: All three newsletters and communication material must explain the rationale for building as new will solve the long-term need for having the best facility at the most reasonable cost for sustaining our quality educating for our children to lead a productive and successful future life.



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D. Tasks and Costs (Based on a 4 to 6 month timeline prior to referendum)	Time/Hr	Cost
1. General counsel and support for the building committee outreach and meetings	15	1950
2. Review and analyze background materials and information	7	1000
3. Market and communication plan based upon project goals	6	1200
4. Deliverables:	0	0
a. Information collateral that includes slide deck, copy, graphics, format, proofing and prep for printing (paper and digital) as needed by client	12	1200
b. Review and update website and social media with initial recommendations that will improve community and parent engagement (pricing for website upgrade will be decided once content and visuals are determined*)	11.5	1250
c. Three building committee dedicated newsletter (digital and print on demand): copy, design, editing, proofing, prep for printing	50	4650
d. The 6-page newsletter includes: town wide survey. Analysis, Report and Recommendations	15	2500
e. Press and Social Media plan and implementation	20	2500
5. Administrative: office, project management, contingency	10	1000
Cost and Payment Schedule:	152.5	17,250

Woodbridge — Zip Code 06525	4 Pages	6 pages
	full color	full color
Printing 8;5" x 11" Newsletter and Survey	1670	2750
Mailing List to 3500 households	200	200
Mail Prep Tab, Pre-sorted Address & Delivery	700	700
Postage Estimates (Client pay direct to PO)	780	780
Total	3,350	4,430



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Agreement: Beecher Road Elementary School (BRES) & Tall Timbers Marketing (TTM)

This letter serves as an agreement between BRES and TTM. TTM will provide its best professional efforts to create and implement successful marketing strategies and initiatives based upon BRES goals and objectives, and on TTM's experience in developing effective and appropriate programs. Upon the signing of this agreement, TTM will begin rendering services immediately. Our billing structure will be based on fees agreed upon and outlined in this document. We anticipate at least 2 phases leading up to the "quiet period" based upon discussions and deadlines.

All marketing and public relations projects, Internet sites and/or appropriate materials will be submitted to BRES for approval before the work or project is final and complete. By endorsing agreed upon marketing plans and programs, BRES agrees to hold TTM, its employees, agents and representatives harmless to accidental errors/mistakes that have been approved by BRES.

All works created by TTM through this agreement, including copy, photographs, artwork, Internet and other printed or electronic materials are considered work made for hire, and, therefore, all copyrights belong to BRES. At such time that our business relationship ends, all copyrighted materials prepared by TTM will be returned to BRES within 10 business days and upon payment in full of outstanding invoices to TTM.

The fee for the scope of work for all phases outlined above. A payment of \$9,460 is due 15 days upon signing this agreement. BRES will be billed for professional services every month. TTM takes a number of steps to assure that your proprietary information is protected within and outside of our office. TTM staff is trained to protect confidential information. Once this agreement is signed, we will sign a confidentiality agreement with BRES.

Should BRES want to modify or amend this agreement, it must be done in writing and by mutual consent. Please keep a copy for your files and return the original to TTM. We are eager to work with BRES and look forward to a productive and successful relationship. Thank you for your vote of confidence in using our firm's services.

Sincerely,

Agreed and accepted:

Name CHRISTOPHER MONTINI Signature
Title SUPERINTENDENT Date 3/19/26