

NSCRCD Logo Contest Tasks and Timeline

Task	Objectives	Due date
Reach out to schools identified by the Environmental Justice Committee to inform them about the logo design competition.	<ol style="list-style-type: none"> 1. Identify schools using Title 1 data and/or SB535 data (Teddy) 2. Write outreach letter (SAM) 3. Send out outreach letter (Andrew) 4. Follow up on outreach letter with a phone call if no response (Andrew) 	<ol style="list-style-type: none"> 1. 3/5/24 2. 3/6/24 3. 3/12/24 4. 3/22/24
Collaborate with schools and organize presentations to educate seventh through twelfth-grade students about the importance of conservation and the RCD's mission.	<ol style="list-style-type: none"> 1. Develop educational materials about the importance of conservation and the RCD's mission. (all of us) 2. In response to letters, identify the liaison at each school. 3. Coordinate with the liaisons to delivery education materials and/or presentations (if requested) to schools. 	<ol style="list-style-type: none"> 1. 4/2/24 2. 3/22/24 3. 4/2/24
Open design contest for students situated within NSCRCD communities grappling with environmental injustices.	<ol style="list-style-type: none"> 1. Design contest flyer, including competition guidelines. 2. Notify liaisons of contest opening date and provide copies of the flyer for them to post and distribute. 3. Open contest. 	<ol style="list-style-type: none"> 1. 4/2/24 2. 4/5/24 3. 4/10/24
Promote the competition on social media platforms, the district website, and through local news outlets. Advertise incentives and prizes to motivate participation.	<ol style="list-style-type: none"> 1. Engage a contractor to create social media materials. 2. Ask committee to approve final drafts of materials. 3. Post social media materials, and share with others who may be able to also post. 4. Send out press releases and media pitches to local newspapers, radio stations, and online news platforms to generate media coverage about the name change and logo design competition. 5. Engage with local influencers, environmental bloggers, and relevant organizations to spread the word about the district's rebranding efforts and the logo competition. 	<ol style="list-style-type: none"> 1. 3/21/24 2. 4/4/24 3. 4/10/24 4. 4/10/24 5. 4/10/24 (ongoing)

Task	Objectives	Due date
Choose winner (Recommend that there be second and third place prizes since we are asking them all to present at the Board meeting.)	<ol style="list-style-type: none"> 1. Contest closes. 2. Reviewers chosen. 3. Reviewers evaluate submissions for compliance with rules, score eligible submissions and rank top three (3) applicants. 4. Notify top three choices and request they present at the Board meeting. 5. Top three submissions go to the Board of Directors for final decision. 	<ol style="list-style-type: none"> 1. 5/9/24 2. 5/9/24 3. 5/16/24 4. 5/17/24 5. 6/6/24
Release list of winners	<ol style="list-style-type: none"> 1. Notifications to schools 2. Notification to public and partners via emails, press release and social media posts. 	<ol style="list-style-type: none"> 1. 6/7/24 2. 6/10/24
Marketing	<ol style="list-style-type: none"> 1. Upload logo to website and social media sites. 2. Distribute media ready images to other parties using or sharing our logo (e.g., CARCD). 3. After the winning design is chosen, load the design on a print-on demand platform so that anyone may order logo-wear. (Discuss pros and cons with Board) 4. 	<ol style="list-style-type: none"> 1. 6/13/24 2. 6/13/24 3. ?
Evaluation	<ol style="list-style-type: none"> 1. Track social media engagement metrics, such as likes, shares, comments, and follower growth. 2. Monitor website traffic and blog post views to gauge audience interest. 3. Measure the number of logo design competition entries and the overall quality of the submissions. 	<ol style="list-style-type: none"> 1. 6/6/24 2. 6/6/24 3. 6/6/24