

CITY OF FREDERICKSBURG AND FREDERICKSBURG CITY SCHOOLS

TEEN VIOLENCE - COMMUNITY ENGAGEMENT ROADMAP 2023

JULY 2023	
News Releases	<p>Write a news release that speaks to the safety measures and protocols the division has worked to put in place to keep students and staff safe</p> <p>Write a news release to inform community of upcoming creation of City of FXBG Steering Committee on Teenage Violence</p> <p>Updates: Joint News Release “The City of Fredericksburg Continues Focus on Community and School Safety” was distributed on July 14, 2023</p> <p>FCPS’ “School Safety Overview” was distributed July 20, 2023. This includes an overview of all recent safety efforts implemented as well as announcing new measures for Advanced Weapons Detection (August 4, 2023 anticipated) and Safety and Security Window Film (October 1, 2023 anticipated).</p>
Family/Staff Emails	<p>Create and send out emails to both families and staff that corresponds to the news release about safety measures and protocols</p> <p>Update: FCPS families and staff received messenger notifications and emails with each press release and school safety announcement.</p>
Social Media	<p>Create social media content and graphics to share information from the fact sheet/infographic</p> <p>Fredericksburg Police Department (FPD) - Highlight interdiction efforts, creation of Regional Taskforce, and programs established to engage City youth</p> <p>Updates: Fredericksburg Police (@FxbgPolice) shared social media posts highlighting ongoing interdiction efforts and seizure of illegal firearms, including the July 14th K9 Raider firearm seizure post. FPD also shared two press releases (July 7th and July 31st) on interdictions, gun seizures and arrests.</p> <p>The “Safety Efforts Fact Sheet” was jointly created and distributed by the City, FPD and FCPS on July 21st and shared on social media accounts.</p> <p>City (@FxbgGov) and FCPS (@FredSchools) shared weekly social media posts about ongoing safety efforts on July 14, July 21, July 28. “Stop the Bleed” training for 226 FCPS personnel was highlighted across City social media accounts (Government, Fire, Police and Sheriff) on August 4th.</p>
Web Copy Content	<p>Develop web copy content for pages on the City, FPD, and FCPS websites that includes safety measures and protocols information (including information about the City of FXBG Steering Committee on Teenage Violence)</p> <p>Update: Web content on school safety efforts has been added to the FCPS website at fxbgschools.us/about/safety-facility-updates. Web content about school and community safety efforts have been added to the City website at fredericksburgva.gov/CommunitySafety</p>

Fact Sheet/Infographic	<p>Design a fact sheet/infographic that highlights the City and FCPS safety measures and protocols to use with City residents, school families and community at events and front offices of the schools.</p> <p>Update: “Safety Efforts Fact Sheet” was jointly created and distributed by the City and FCPS on July 21st. City and FCPS shared weekly social media posts about ongoing safety efforts.</p>
Steering Committee	<p>Create a team of community leaders to comprise the City of FXBG Steering Committee on Teenage Violence. This diverse committee will be led by a facilitator for the purpose of internal, focus driven, discussions in the search for short and long-term solutions to teen violence. The first committee meeting should occur in July with bi-monthly meetings to follow.</p> <p>Update: The FXBG Steering Committee on Teenage Violence held their first meeting on Monday, July 31st. Small groups created suggestions and reported out. Detailed list shared with entire Steering Committee – 8 major themes established. Volunteers being sought for 8 subcommittees, and will be tasked with crafting recommendations for action at the next full Steering Committee on August 28th.</p>
Steering Committee Meeting 1	<p>Facilitate a City of FXBG Steering Committee on Teenage Violence to discuss short and long-term solutions to teen violence - focus discussion on the following topics to gather possible action steps:</p> <ul style="list-style-type: none"> Gun violence Gangs in the community Community safety School safety Mental health Parent/Family engagement Territorial conflicts Community resources and support Social media threats Community programs/opportunities/activities for students/young people <p>Update: The FXBG Steering Committee on Teenage Violence held their first meeting on Monday, July 31st, during which community members and organizations began to formulate areas of focus for short term and long term action.</p>
Regional Gang Taskforce	<p>FPD Chief Layton - Form a regional gang taskforce comprised of members from the City of FXBG, Stafford County Sheriff’s Office, Spotsylvania County Sheriff’s Office, King George County Sheriff’s Office, and the Rappahannock Regional Jail</p> <p>Update: FPD has appointed a gang taskforce detective. Chief Layton crafted an MOU for the FXBG Regional Gang Taskforce and distributed to local sheriff’s and RRJ superintendent for review and signature.</p>
Superintendent Community Roundtable Family/Community Members Invite	<p>Design and release invite flyer, news release, web copy, and social media to encourage participation in the upcoming roundtable focused on school safety and threats</p> <p>Update: Roundtable invitations, flyer, web copy and social media are being distributed.</p>

AUGUST 2023	
Social Media	Design weekly social media content and graphics to share out school division safety measures and protocols Provide the community regular updates on the Steering Committee's formation, members, discussion areas, and progress
Invites	Send invites to community, city, business, and faith leaders to come together to discuss collaborating for the benefit of the Fredericksburg community Choose a date/location for a larger community conversation (August/September)
Resource Map	Create a resource map in collaboration with the Steering Committee to share with community/school families (include contact to access resources in the community and bulleted list of areas of focus for questions/seeking support)
Slide Deck	Develop slide deck of school safety measures and protocols to share at school division meetings and opportunities to present
Superintendent Community Roundtable (Aug. 31st)	Host a roundtable event focused on school safety and threats
Video	Produce a short video of Steering Committee members highlighting safety measures, protocols, action plan formation, and resource map for families
SEPTEMBER 2023	
Social Media	Design weekly social media content and graphics to share out safety measures and protocols and remind everyone of the upcoming Superintendent Community Roundtable event
Superintendent Community Roundtable Summary Report & Follow Up Communications	Create and distribute a summary report and follow up communications that include photos/video for a news release, social media posts, family/staff/community email message, and website content.
Action Plan	Craft draft version of Steering Committee action plan to guide actions moving forward
Video	Release video on websites and social media platforms highlighting the action plan
Resource Map	Include link to resource map on video releases and on websites
Back-to-School Communication	Create a communication for students, staff, and families about safety and available resources with the start of the new school year
Steering Committee Meeting 2	Discuss work to this point, share the draft action plan, and invite the public to provide ideas/input via an online tool. Post this meeting video to City, FPD, and school division websites and social media platforms (include online public idea/feedback tool on each website).
OCTOBER 2023	

Social Media	Share final version of Steering Committee action plan to community Regularly update community on Steering Committee progress
Web Content	Update City, FPD, and school division websites with action plan and keep up to date
Action Plan	Finalize Steering Committee action plan to guide actions moving forward
Community Action Plan & Monitoring	Launch action plan steps in collaboration with community leaders and begin a regular meeting structure to monitor progress and adjust accordingly