CYBERCIVILITY: YOUR CHARACTERS COUNT

CAMPAIGN ELEMENT/ITEM	DESCRIPTION	RESOURCES	THE WORK OF THE TASK FORCE	TIMELINE
Cybercivility Website	Central website for parents, staff and students. Will feature links to resources, campaign materials, tip sheets, surveys, videos, etc.	Current website List of recommended resources, videos and books from the TF	All of the subcommittees	January 2015
Campaign Messaging	Messaging for posters, letter to parents, resource guides, social media posts, etc.	List of suggested taglines from the TF Recommendations from OC staff	Several members from each subcommittee provided suggestions	Ongoing
Social Media/Technology Guidelines	Guidelines for students and staff To include Technology/Internet Acceptable Use and Safety Policy	Current MCPS Policies and Regulations Benchmarking with other school districts	Technology/Cybersafety Subcommittee Guidelines/Research Subcommittee	March 2015
MCPS Technology Plan	Infusion of cybercivility campaign in technology initiative	MCPS Staff	Technology/Cybersafety Subcommittee	Spring 2015

Common Sense Media Resources	Classroom activities Access to CS Media's videos, tip sheets for students and parents, etc. Access to CS Digital Citizenship Resources	Training and implementation will be led by CS Media staff	Curriculum/Social Emotional Well Being Subcommittee Marketing/Communications Subcommittee Parent/Community Outreach Subcommittee	January 2015
Campaign Collateral	Posters Ads in Student Planners Ads/articles in school newspapers Net Cetera Books Other promotional materials (i.e., buttons, t-shirts, phone covers, etc)	Messaging developed by Task Force	All of the subcommittees	Ongoing
Presentations	PPT presentations for PTA meetings, Back-to-School Night School-based presentations by Steve Chaikin from the ADA's office	PPT presentations developed by the TF	Parent/Community Outreach Subcommittee Technology/Cybersafety Subcommittee	December 2014
Student Focus Groups	Trainings for student leaders and	MCPS Staff	Student Engagement Subcommittee	January 2015

	representatives to lead conversations in schools School based assemblies		Marketing/Communications Subcommittee	
Districtwide Events	Cybercivility Student Town Hall Teen Summit Community Forums	Nonprofit and local government agency partnerships	Parent/Community Outreach Subcommittee Student Engagement Subcommittee	Spring/Fall 2015
New Educator Orientation & Ongoing Professional Development Opportunities	Information and tools for MCPS staff	Common Sense Media training and resources	Curriculum/Social Emotional Well Being	Ongoing
PSAs	Contest for students to develop cybercivility PSA	MCPS TV PSA developed by TF	Marketing/Communications Subcommittee Student Engagement Subcommittee	January 2015
Know the Law	Maryland laws related to cyberbullying and other consequences for harmful behavior online	Resource book developed by the Office of the State's Attorney for Montgomery County	Parent/Community Outreach Subcommittee	January 2015
Online Reporting Tool	Online reporting form Text Tip Line	Mock up designed by TF	Technology/Cybersafety Subcommittee	Form upgrade: January 2015

	Survey students to see what type of reporting tool they'd prefer		Student Engagement Subcommittee	Text Tip Line: Fall 2015
Neighbor-to-Neighbor	MCPS Neighbor to Neighbor is an opportunity for members of our community to participate in small-group discussions on important topics in Montgomery County Public Schools	TF discussions	Parent/Community Outreach Subcommittee Student Engagement Subcommittee	Spring 2015