



CENTENNIAL

SCHOOL DISTRICT 12

CONNECTING. ACHIEVING. PREPARING.



2026 Referendum Communication Update

School Board Meeting
August 17, 2026

PRESENTERS:

Dr. Jeff Holmberg, *Superintendent of Schools*

Krista Bergert, *Director of Public Information & Community Outreach*



Role Reminder

District (our role)

- Provide facts and information
- Explain the plan and questions
- Share financial details

Community (separate)

- Advocacy (Vote Yes / No)
- Organized campaigns



Our Work since May 18

May-June

COORDINATED LAUNCH

(Following 5/18 Board Action)

- Launched referendum communications, including the Centennial Forward 2026 website hub
- Published core facts and resources; postcard mailing, site specific info cards

June-July

FOUNDATION BUILDING

(Front-loaded development)

- Refine priorities
- Reflect community input
- Develop framework for Understanding the Plan video series
- Visibility efforts at summer community events

NOW

FALL ACTIVATION

(Mid-August to Election Day)

- Broaden back-to-school reach, including one-pager, building-specific boards, and short form videos
- Support informed participation



Infrastructure is Live

Current Status

- Official referendum information hub is live
- Overview video and four Q1 Operating Levy videos are live
- School-specific information cards and visual boards are complete
- FAQs, financial context and voting information are organized
- One-pager leave behind is complete



isd12.org/centennial-forward

Website = Information Hub



[DISTRICT](#) [SCHOOLS](#) [REFERENDUM 2026](#)



Referendum 2026



[Know The Facts](#)

[How We Got Here](#)

[Why an Operating Levy?](#)

[Why a Facilities Bond?](#)

[How will the Referendum
Impact my School?](#)

[Financial Realities](#)

[Tax Impact](#)

MAINTAINING STRONG SCHOOLS REQUIRES BOTH HIGH-QUALITY LEARNING EXPERIENCES AND SAFE, WELL-FUNCTIONING FACILITIES.



Centennial Forward Referendum Overview
Centennial ISD12



Watch on



English

Video Status

Currently Live

- One Referendum Overview Video (*long-form*)
- Four Operating Levy Videos (*short form*)
 - Great Teachers Matter
 - Supporting Every Learner
 - Preparing Students for Their Future
 - Maintaining Quality Schools



Coming Soon

- Six Facilities Bond Videos (*short form*)
 - Safe & Secure Schools
 - Student Experience
 - More than a Lunchroom
 - Beyond the School Day
 - Behind the Walls
 - Protecting Our Community's Investment



Information Timeline

May - July	August - September	October	November
AWARENESS <i>May - Board action, communications launch, end-of-year information push</i> <i>June & July - Outreach, core materials available, community events, reinforce “what & why”</i>	UNDERSTANDING <i>August - back-to-school visibility, staff and family engagement, increased outreach</i> <i>Early September - costs and impacts explained, presentations, 55+ newsletter and op-eds, postcard mailings begin, early voting awareness</i>	DECISION SUPPORT <i>Late September - October</i> <i>Peak information period</i> • <i>Postcard mailings continue, Notice of Special Election mailing, The Observer, presentations, tours, newsletters</i> • <i>Early voting information (Sept. 18)</i> • <i>Voter registration drives</i>	VOTING <i>Nov. 1-3</i> <i>Final factual reminders</i> • <i>Flip the ballot messaging</i> • <i>Voting when and where</i> • <i>Countdown to Election Day</i>

**** Consistent messaging = all channels**

Website = source of facts



School Board Role

REMINDER: As Board members, you can

- Use the official website as the shared reference point
- Reinforce clear, factual and consistent information
- Direct questions to district resources
- Share community questions with staff
- Maintain the line between information and advocacy

Questions/Discussion

