

BOND COMMUNICATIONS REPORT

May 2024 Board Meeting

May 2024 Bond Planned Milestone Activities	
Status	Description
In Process	Mail pieces sent
Ongoing	Continue scheduling and staffing roadshow events
✓	Email Parent Information
✓	Email Key Communicators
✓	Email Staff
In process	Social Media Blitz
In process	Digital program (paid and organic)
	Principal Letters sent to Parents

Communications Activities Summary

- Mailer #1 Foundational Newsletter arrived in mail
- Mailer #2: FAQ letter from Board is designed and set to mail
- Molalla Youth Sports Event scheduled for Friday, May 17 at 5 pm at Molalla River Middle School near fields

Past Activities

February 2024 Pre-Bond Milestone Activity Status	
Status	Description
✓	Train Staff on allowable/prohibited political activity.
✓	Migrate Bond Website to Apptegy – The district’s web platform, which will host all District and School websites by 2024-25 school year.
✓	Complete communications calendar of school and community events and organizations to request and schedule bond presentations.
✓	Notify Community and parents of Board Actions referring bond.
✓	Finalize 30-second, two-minute and five-minute bond information talks.
✓	Finalize the print one-pager
✓	Finalize the newsletter, email newsletter
✓	Finalize school signage design
✓	Finalize the principal toolkit
✓	Finalize the 500-word explanatory statement for voters pamphlet.
In Process	Identify staffing for outreach and road-show events and tasks.

Pre-Bond Communications Activities Summary

- Work with Wenaha.
- Work with BRIC Architecture.
- Work with Wright Public Affairs.
- Formed the Community Bond Advisory Committee (CBAC) – a blue ribbon panel of volunteers who studied the District’s facility needs over a year and a half.
- Conducted voter opinion polls.
- Community Listening Sessions related to options for Molalla River Middle School.
- Launched the Molalla River Bond Website to provide public information about the CBAC process, facility needs, and bond measure.
- Report from CBAC to Molalla River School Board in December 2023, included Onboarding Andrea Watson into Communications Director Role starting 1/2/24..
- Conducted voter poll.
- Molalla A-Team hosts benefit Molalla Fest Event – 1/4/24.
- Molalla River School District Board members and Superintendent attended Molalla Chamber of Commerce Annual Fundraising Auction 1/27/24.
- Molalla River School Board determined bond term using financial assessment.
- Filed SEL Form 805 on 2/6/24 – proposed bond measure in review period.
- Press release announcing Board action to refer a Bond Measure for the May Primary Election.
- Identified Bond Information contacts, individuals, organizations and events.
- Assembled District photos/logos/collateral materials.
- Acquired voter list for informational mailings.

March 2024 Bond Planned Milestone Activities	
Status	Description
✓	Complete February milestones
✓	Present Bond Information at staff meetings
✓	Continue scheduling and staffing roadshow events
✓	Email Key communicators
✓	File Voters' Pamphlet measure arguments
✓	Present Bond information to Parent Groups
✓	Parent Newsletter sent
✓	Develop Bond Explainer Ads
✓	Develop Bond Mailer Content

- Presented at: Clarkes Grange
- Molalla City Council
- Molalla Chamber of Commerce
- Hamlet of Mulino Tour of Molalla River Middle School
- Visited Senior Center and provided newsletter information
- Developed one page handout
- Developed one page preliminary budget with updated costs
- Developed Contact form paper and electronic
- Launched newsletter delivery via Smore to staff and parents

April 2024 Bond Planned Milestone Activities	
Status	Description
✓	Install School Signage
✓	Mail pieces sent
✓	Continue scheduling and staffing roadshow events
✓	Email Parent Information
✓	Email Key Communicators
✓	Launch Video
✓	Staff School Pick up/Drop Off Events at Elementary and Middle
✓	4x6 event Cards Designed

- Ordered signs
- Staff meetings completed at: Molalla High, Molalla River Middle, Clarkes, Molalla, Mulino and Rural Dell Elementary Schools
- Kindergarten Registration Event
- Key Communicator Email #1 send 4/8/24
- Explainer Video Complete will air min May
- Full tour video complete on YouTube and website
- Short clips cut from full tour video will continue to air through May
- Daily Social media posts since April 17, 2024