

MEASURE 26-254

PARKROSE



TEACHERS LEVY

Protect Our Classrooms

Update

- + [Direct mailers went out to 35,000](#) + residents in the Parkrose community.
- + The district tabled at numerous events in September, including the elementary and middle school back to school nights, and the high school career and college fair, football games, parent group meetings.
- + The district is scheduled to attend and table at events in October and have a community meeting to answer questions about the Levy

- + Family packet will go out to all families in the Parkrose school district. 4 priority languages.
- + Social campaign - based on social media and website analytics, we're able to see what folks are following and sharing. Focusing on people-centered messages.
- + Video with Mariah to give a parent's view for social
- + Media opportunities: KBOO, Oregonian

- + [Explanatory video](#)
- + Plan on attending the community meeting on Oct 21 where we can answer questions from the community as well as join together to put together the family packets..
- + Aligned with other groups to make sure we're sharing resources and working together in collaboration
- + Ramping up the momentum. This is go time.