



ALEDO ISD BOARD MEETING TEMPLATE

MEETING DATE: Monday, December 17, 2018

AGENDA ITEM: Pre-Bond Communication Plan

PRESENTER: Rick Herrin, Director of Communications and Susan K. Bohn, Superintendent

BACKGROUND INFORMATION: As the District moves forward with the pre-bond planning process, the Communications Department will focus on informing all Aledo ISD stakeholders of the Bearcat Growth Committee meetings occurring from January to May 2019.

This will include providing meeting schedules, agendas and minutes from each of the meetings on the district's Bond Planning webpage (BGC). News releases will be provided regarding topics discussed by the BGC to inform stakeholders and provide transparent messaging.

These meeting documents will be posted to the Aledo ISD website under the Bond Planning webpages. The news releases will be posted on the District homepage under "News & Headlines" and shared via the district newsletter, social media and the mobile app (email, text, app notification). They will also be shared and provided with the local news outlets.

On the District homepage, a Bond Planning image will have a regular spot on the image rotator and will also be added to the campus websites. In addition to information related to the work of the BGC, the Bond Planning webpage will also include answers to frequently asked questions about district facilities and finances and a link for community members to provide feedback at any time. This image will link to the Bond Planning webpage providing another means to help drive visitors to the information.

FISCAL INFORMATION: None

ATTACHMENTS: Pre-Bond Communication Plan Presentation

ADMINISTRATIVE RECOMMENDATION: None – Informational Report