

BOND COMMUNICATIONS REPORT

June 2024 Board Meeting

June 2024 Bond Planned Milestone Activities	
Status	Description
In Process	Order/Install Vinyl Overlay for informational signs at schools
In Process	Direct Mail to Voters
In Process	Email Parent Information
In Process	Email Key Communicators
In Process	Email Staff
In Process	Social Media Posts
In Process	Celebration Event: June 26
In Process	Oversight Process Formed
	Bond Activities for June 2024 Reported
	Bond Website Updated
Scheduled	Report to Molalla Area Chamber of Commerce (June 20)

Communications Activities Planned June-August

- Bond Project Huddles
- Recognition for Leaders
- Thank you notes to partners
- Celebration Event
- Mail to Participating Voters (thanks for voting, reminding them of the project approved)
- OSCIM Grant Publicity
- Local Suppliers/Contractors List
- Updates on Bond Process
- Develop Bond Communications Plan 2024-2027

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

May 2024 Bond Planned Milestone Activities	
Status	Description
✓	Mail pieces sent
✓	Continue scheduling and staffing roadshow events
✓	Email Parent Information
✓	Email Key Communicators
✓	Email Staff
✓	Social Media Blitz (30+ day streak)
✓	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
- Newsletter and social media posts