

# Referendum Support

September-November 7 election

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# COMMUNICATION PLAN

## Coordinate a Plan for Success – Objectives

1. Engage and inform the community
2. Engage and inform families of students
3. Engage and inform staff
4. Engage and inform the local media
5. Engage and inform through the use of website and social media
6. Community has an informed opinion
7. Maximize voter turnout
8. Share an information-only campaign, free of bias or advocacy

Referendum Communications Plan		Completion	Completed	Responsibility	Notes
<b>Objective #1 - Voters will make an informed decision</b>					
<b>Strategies</b>					
1.01	Review community surveys, past referendum successes or failures, and understand concerns from community				
1.02	Develop campaign theme and branding/graphics				
1.03	Create dedicated district webpage to provide resources and information to community				
1.04	Determine key messages				
1.05	Determine tax impact				
1.06	Create tax calculator for webpage				
1.07	Determine current district indebtedness and detail of previous capital spending				
1.08	Obtain information from County Clerk on voting locations and absentee balloting information (in-person/mail-in)				
1.09	Create informational presentation for Superintendent & Board President				
1.10	Create Fact Sheet about referendum				
1.11	Create Quick Facts Card if needed				
1.12	Develop finance fact sheet				
1.13	Create FAQs about referendum				
1.14	Develop "fact or fiction" or "rumor has it" documentation for website				
1.15	Create 60-90 second informational (JAM) video scope and plan				
1.16	Establish key-communicators network				
1.17	Establish process for Phase II work				
1.18	Determine address list / permit number for future mailings				
<b>Objective #2 - Engage and Inform STAFF</b>					
<b>Strategies</b>					
2.01	Communicate election do's and don'ts for staff and board members				
2.02	Communicate referendum information to district & site administrators				
2.03	Provide talking points to administrators				
2.04	Distribute all referendum information documentation directly to all staff				
2.05	Develop and provide staff related FAQ document				
2.06	District leadership to provide staff presentation about referendum (live or video)				
2.07	Share information in Superintendent communication to staff				
2.08	Engage teacher association (union) with information regarding the referendum				
<b>Objective #3 - Engage and Inform FAMILIES OF STUDENTS</b>					
<b>Strategies</b>					
3.01	Provide informational board at each school main entryway				
3.02	Place FAQs and other informational documentation in each school office				
3.03	Establish list of parent/booster organizations and schedule presentations/Q&A (live or video)				
3.04	Provide referendum information in school newsletter/email/phone				
<b>Objective #4 - Engage and Inform the COMMUNITY</b>					
<b>Strategies</b>					
4.01	Develop list of community sites/businesses to provide distribution of informational materials				

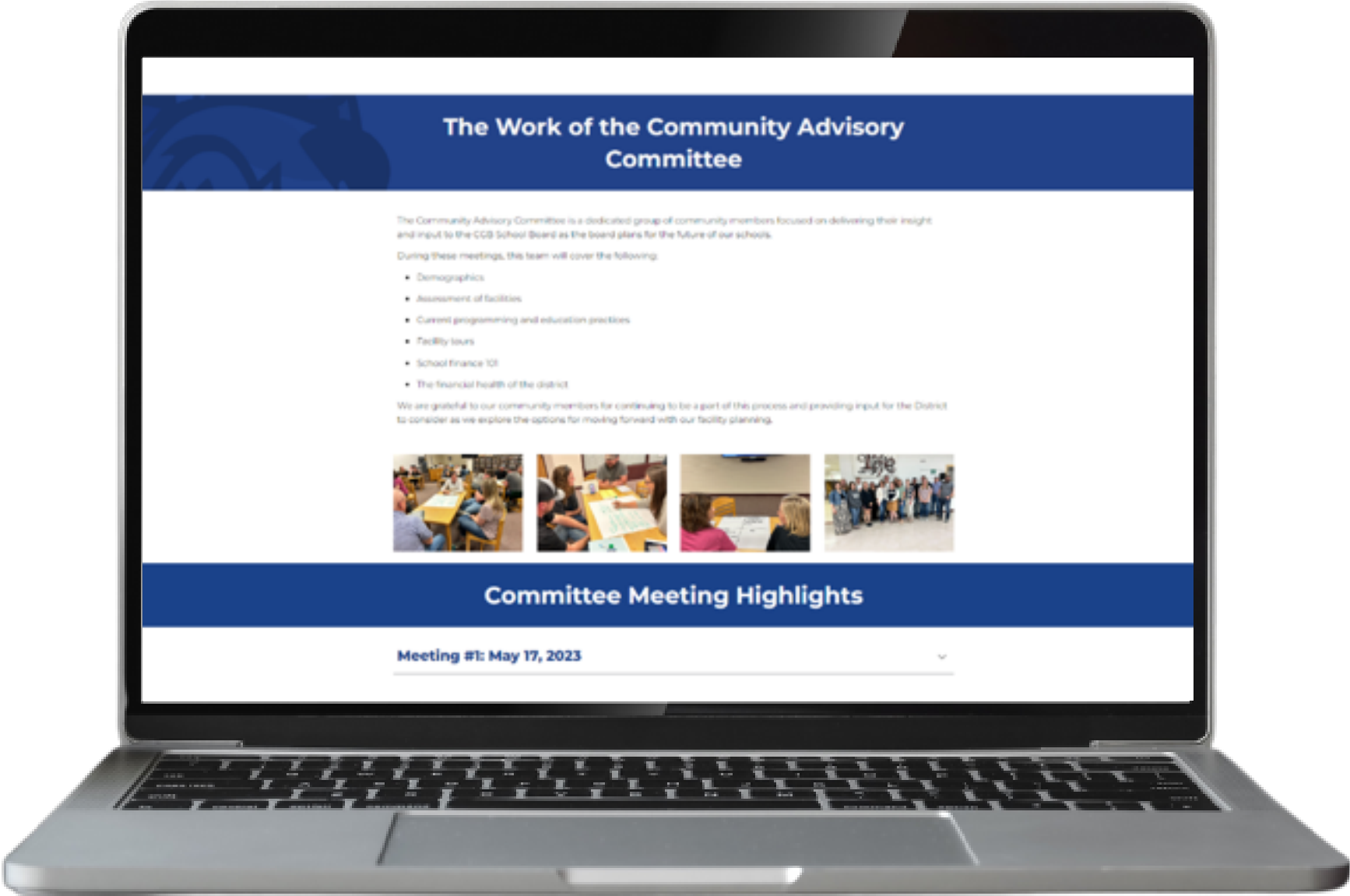
# COMMUNICATIONS/INFORMATIONAL CAMPAIGN

Here to help tell your story while it's being written.

- Taskforce Updates
- Quick Facts | Flyers
- Posters | Banners
- Social Media
- Newsletters
- Community Mailer
- Videos
- Presentations
- FAQs and Talking Points
- Website



# WEBSITE



## The Work of the Community Advisory Committee

The Community Advisory Committee is a dedicated group of community members focused on delivering their insight and input to the CCB School Board as the board plans for the future of our schools.

During these meetings, this team will cover the following:

- Demographics
- Assessment of facilities
- Current programming and education practices
- Facility tours
- School finance 101
- The financial health of the district

We are grateful to our community members for continuing to be a part of this process and providing input for the District to consider as we explore the options for moving forward with our facility planning.



## Committee Meeting Highlights

Meeting #: May 17, 2023

# WEBSITE



# SOCIAL MEDIA

**QUESTION 1: General Obligation Bond**

**\$0** Tax Increase From Current Tax Rate

As a result of careful planning and early repayment of a previous bond debt.

**QUESTION 2: Adopt a Revenue Purpose Statement**

**\$0** Tax Impact

Independent of our construction project - the be periodically updated as mandated by Iowa

**THANK YOU MAROONS**

**MENOMINEE VOTERS PASS REFER**

**TODAY IS VOTING DAY!**

REFERENDUM | SEPTEMBER 14, 2021

**Polling Locations and Hours**

North Linn County High School Lynn Drive Hills, Iowa 7:00AM - 8:00PM	Buchanan County Rowley Community Center 109 Ely Street Rowley, Iowa 7:00AM - 8:00PM	Delaware County Ryan City Hall 405 Franklin Street Ryan, Iowa 7:00AM - 8:00PM
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**LEARN MORE ON OUR BOND 2023 WEBSITE**

- ✓ Project details
- ✓ Project videos
- ✓ FAQs
- ✓ Tax impact
- ✓ Tax calculator
- ✓ Voting info

... and make your plan to vote!

**COMMUNITY MAILER ARRIVING SOON!**

Learn more and make a plan vote on **Tuesday, November 2**

**HINTON BLACKHAWKS TIME TO BRAINSTORM!**

COMMUNITY ADVISORY COMMITTEE

**SAVE funds to support a variety of school infrastructure projects**

"We are excited to take this first step in improving the learning environment of the Hinton Middle School/High School."

Shared Superintendent Slater regarding facilities planning at Hinton Community School District

**MAKE YOUR PLAN TO VOTE**

- ✓ Know your polling location
- ✓ Know when it opens and closes
- ✓ Bring a friend (or five)!
- ✓ Remind others to vote!

**BOND PROPOSAL | NOVEMBER 2, 2021**

**VIEW OUR FACT SHEET**

Learn more and make a plan vote early or on **Tuesday, February 8, 2022**

**BRUSH AREA SCHOOLS 2022 BOND REFERENDUM**

One Question - Two Schools

**VOTE FEB 8**

# DELIVERABLES

## AHSTW COMMUNITY SCHOOL DISTRICT

Q1

## REFERENDUM 2021 NOVEMBER 2 FACT SHEET

Anchor - Hancock - Shelby - Tennant - Walnut

ref21.ahstwschools.org

### QUESTION 1

Remodel, repair, improve the existing K-12 facilities, along with additions.

### QUESTION 2

Construct an addition to AHSTW Community Schools to house the district's administrative offices.

ONLINE: This survey can be found at: [www.ahstwschools.org](http://www.ahstwschools.org)

DISTRICT WEBSITE: [www.ahstwschools.org](http://www.ahstwschools.org)

PAPER COPY: Contact the school district to obtain a paper copy of the survey. Call (202) 383-2000.

QR CODE: Scan the QR code to access the survey.

For more details about each project visit our website at [www.ahstwschools.org](http://www.ahstwschools.org)

## WHY NOW? HOW THIS CAME TO BE

### TIMELINE

- FALL 2020: A comprehensive facility assessment study was conducted.
- MAY 2021: School board received assessment results and selected the scope of project needs to address.
- JUN 2021: School board approves bond question.
- SEPT 2021: Project design process.
- DEC 2021: Project design process.
- JAN 2022: Project design process.
- SPRING 2022: Project construction begins.

LEARN MORE AND VOTE ON TUESDAY, AUGUST 3, 2021

## DID YOU KNOW?

- AGE OF THE HIGH SCHOOL**: The High School was originally constructed in 1968. The existing single phase roof is over 53 years old.
- INCREASED TEST SCORES**: Students in classrooms with air ventilation systems score 10% higher on standardized tests.
- EXCESSIVE NOISE LEVELS**: Roughly 60% of classrooms in the district have excessive noise levels.

## BOND PROPOSAL 2021 FACT SHEET

www.ypsd.us/bond

The Ypsilanti Public Schools Board of Education has called for a bond election on Tuesday, November 2, 2021, to present a one-question bond proposal to voters in the amount of \$15,810,000.

## THE QUESTION

Should Ypsilanti Public Schools, 31 Oak and Sanborn Counties, Michigan, borrow the sum of not to exceed Fifteen Million Eight Hundred Ten Thousand Dollars (\$15,810,000) and issue its general obligation authorized tax bonds (Bonds) for the purpose of remodeling school buildings?

Yes  No

## THE PROJECTS

- Replace all unit ventilators (heating systems) in the high school, junior high school, and all three elementary schools.
- Replace mechanical systems that have outlived their useful life at all schools.
- Electrical systems will be upgraded to accommodate current technology and power needs.
- Installation of new LED light fixtures in the Jr. High School.
- New roof will be installed at the Jr. High School.
- Classroom modernization at the Jr. High School.

## SPS FACILITY ADVISORY TEAM

# YOUR VOICE. OUR FUTURE.

Assess the current status of our facilities

Determine the areas that are in need of repair and/or replacement

Prioritize school district needs

LEARN MORE AND ANSWER INTEREST SURVEY HERE!

## LOOKING TO THE FUTURE OF MEMORINEE AREA PUBLIC SCHOOLS

### THE P FOCUS

A SINCERE THANK YOU AND LOOKING AHEAD

### THE ASK

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# INFORMATIONAL CAMPAIGN BRANDING





VIDEO



# Communication

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**What methods of communication will be most effective in Medford?**



**M**  
**TIGERS**



**THANK YOU!**

We are excited about the future and look forward to continuing our work heading into November!