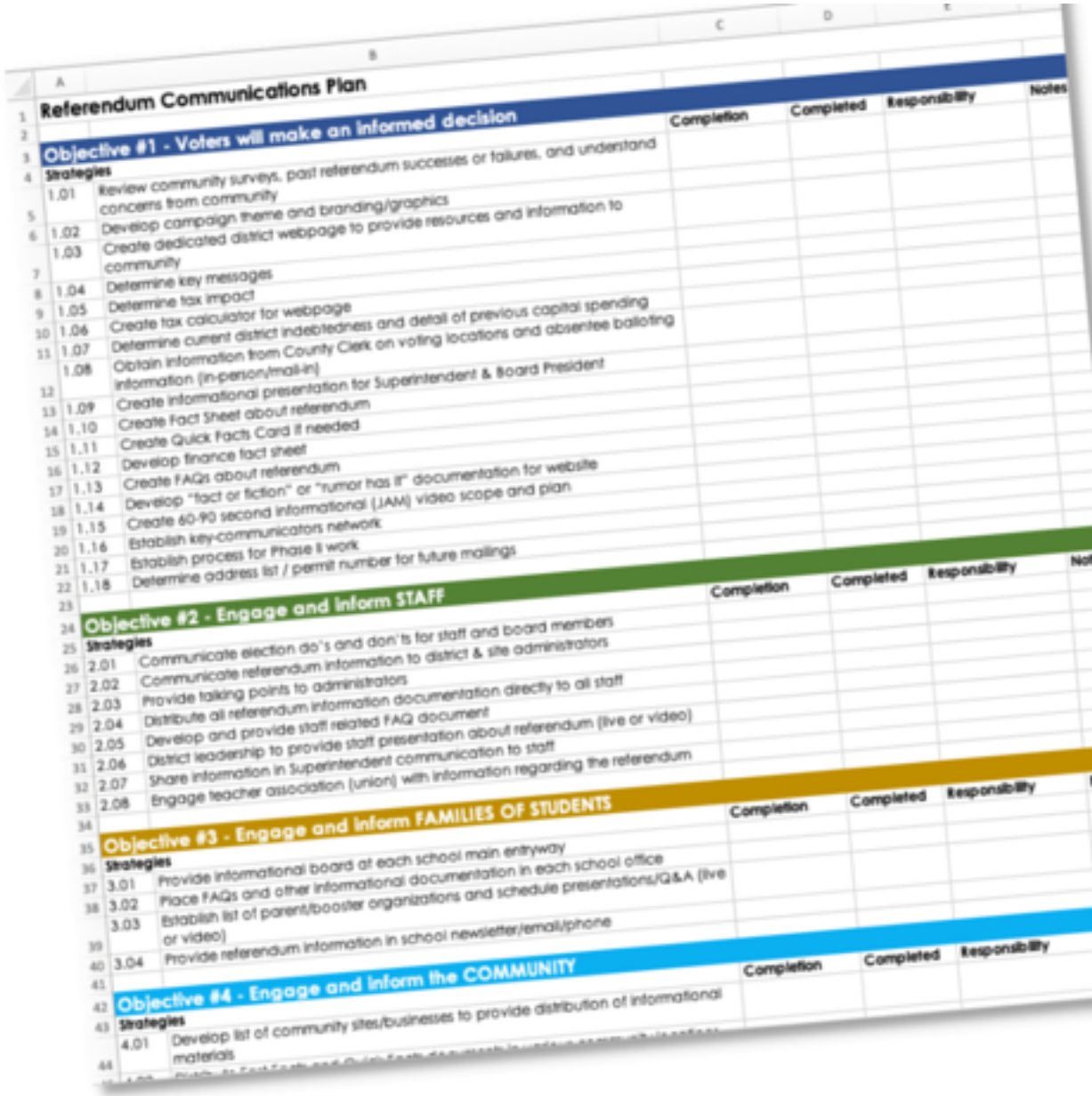
Referendum Support

September-November 7 election

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

Objective #1 - Voters will make an informed decision		Completion	Completed	Responsibility	Notes
Strategies					
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				

Objective #2 - Engage and inform STAFF		Completion	Completed	Responsibility	Not
Strategies					
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				

Objective #3 - Engage and inform FAMILIES OF STUDENTS		Completion	Completed	Responsibility
Strategies				
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			

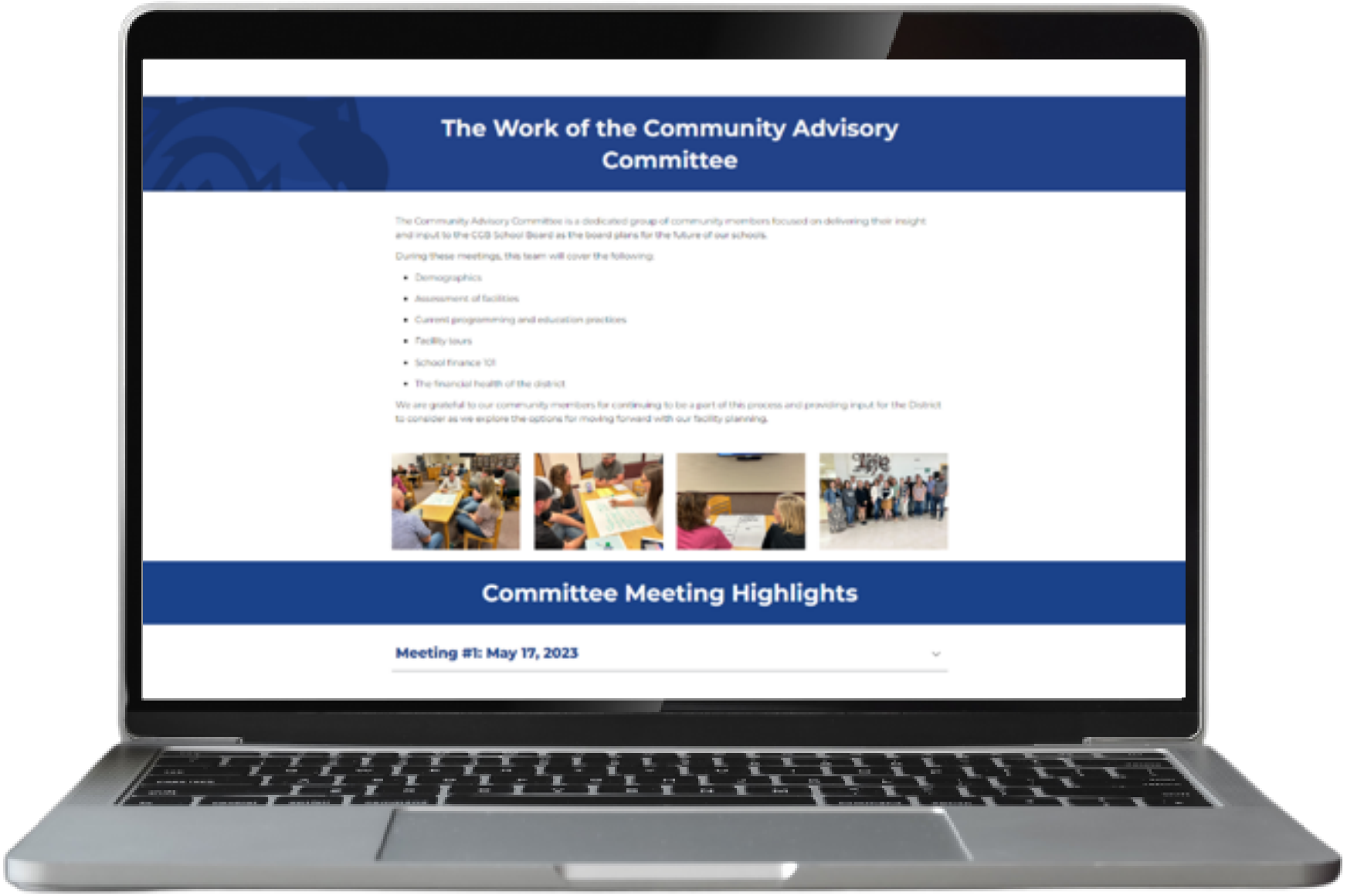
Objective #4 - Engage and inform the COMMUNITY		Completion	Completed	Responsibility
Strategies				
4.01	Develop list of community sites/businesses to provide distribution of informational materials			

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

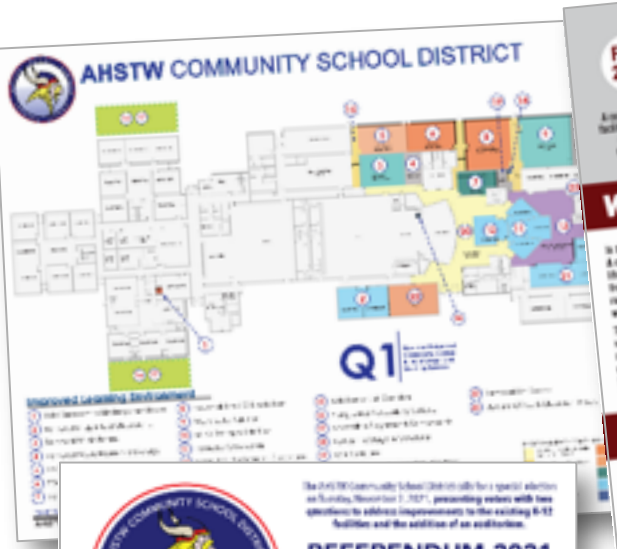

The Work of the Community Advisory Committee
The Community Advisory Committee is a dedicated group of community members focused on delivering their insight and input to the CCSB School Board as the board plans for the future of our schools.
During these meetings, this team will cover the following:
Demographics
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 #1: May 17, 2023

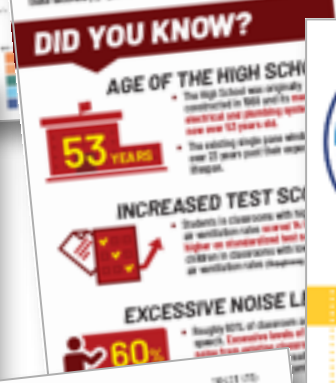
WEBSITE

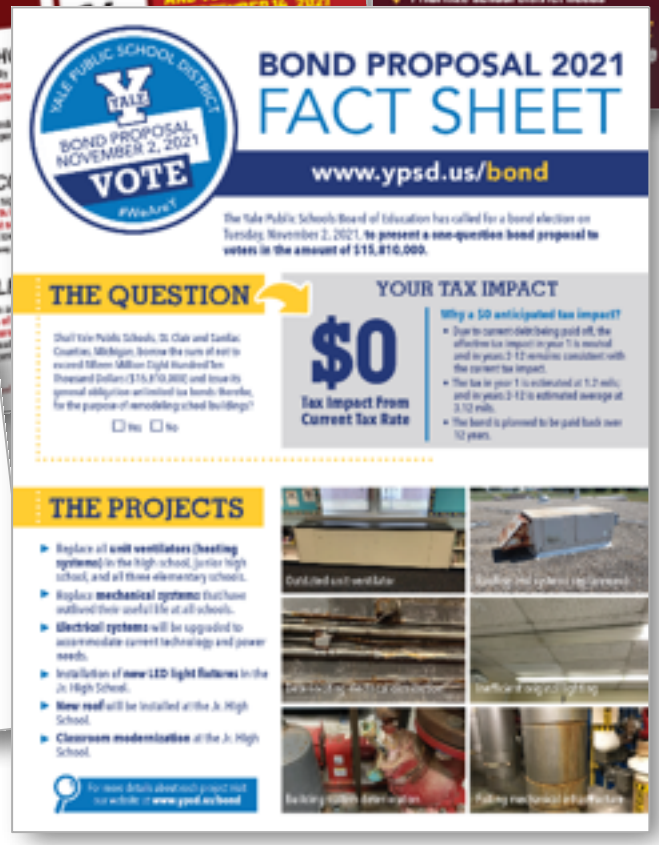
Open House Info Nights // May 10, May 18, and June 6 // 5:30 to 8:30 p.m.
LEARN MORE!
mons 2023 Referendum
HOME
TAX IMPACT
VOTING INFO
AG2SCHOOL CREDIT
WHAT IF IT FAILS?
GLENVILLE-EMMONS SCHOOL DISTRICT
VOTE AUGUST 8
BOND REFERENDUM
2023
OUR SCHOOL. OUR COMMUNITIES. OUR LEGACY.
The Glenville-Emmons School Board calls for a special election on Tuesday, August 8, 2023, presenting voters with one question; to authorize general obligation bonds in an amount not to exceed $37,420,000 for acquisition and betterment of school sites and facilities including, but not limited to, the construction of a new PK-12 school.
Tax Impact
Voting Information
Frequently Asked Questions
Ag2School Tax Credit
Open House Events
What If It Fails?

SOCIAL MEDIA

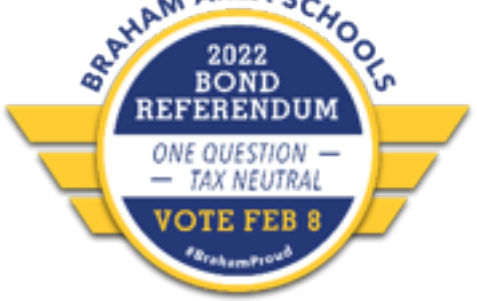
DELIVERABLES







INFORMATIONAL CAMPAIGN BRANDING



VIDEO

Communication

What methods of communication will be most effective in Medford?

TIGERS

THANK YOU!

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