

# DECATUR ISD BOND



MAY 2026 ELECTION

## Communications Report

Summary of performance for Decatur ISD  
bond communications.



# Overview

1

**Informative & Engaging**

2

**Open, Transparent &  
Inclusive to our  
Community**



# The Team



Alexis



Heather



Beth

**CORGAN**   
COMMUNICATIONS TEAM



# Informative & Engaging



# Previous Bonds

- Bond website
- Bond presentation
- Bond committee
- Public town halls
- Bond flyer
- Staff ambassadors
- Social media
  - School finance education
  - Voter registration
  - Early voting & election day



# Voter KPIS & Engagement and KPIS

Decatur ISD  
Published by Thrillshare · September 23, 2023 ·

Decatur ISD has called a NO TAX INCREASE bond election for Nov. Register to VOTE by October 10th.  
<https://www.decaturisdbond.com/> ... See more

## BALLOT LANGUAGE

### Proposition B:

**SPECIAL ELECTION**  
DECATUR INDEPENDENT SCHOOL DISTRICT PROPOSITION B

THE ISSUANCE OF \$5,771,700 OF BONDS BY THE DECATUR INDEPENDENT SCHOOL DISTRICT FOR THE CONSTRUCTION, RENOVATION, ACQUISITION AND EQUIPMENT OF EAGLE STADIUM, INCLUDING TURF REPLACEMENT, AND THE LEVY OF TAXES SUFFICIENT TO PAY THE PRINCIPAL OF AND INTEREST ON THE BONDS. **THIS IS A PROPERTY TAX INCREASE.**

FOR  
 AGAINST

In compliance with state law, must stat PRC

As a req will thre how tax a re- elec

STAY UP TO DATE BY VISITING [WWW.DECATURISDBOND.COM](http://WWW.DECATURISDBOND.COM)

4 Like Comment

Decatur ISD  
Published by Thrillshare · October 8, 2023 ·

Decatur ISD has called a NO TAX RATE INCREASE bond election for Nov. 7th. Register to VOTE by October 10th.... See more

## THE BREAKDOWN OF Proposition A:

Life Cycle Projects & Facilities Upgrades

HVAC Replacements & Repairs	LIGHTING	NEW Construction
ROOF Replacements	TRANSPORTATION	EQUIPMENT
FLOORING	TECHNOLOGY	PAINT

STAY UP TO DATE BY VISITING [WWW.DECATURISDBOND.COM](http://WWW.DECATURISDBOND.COM)

7 Like Comment

Decatur ISD  
Published by Thrillshare · September 21, 2023 ·

Decatur ISD has called a NO TAX INCREASE bond election for Nov. Register to VOTE by October 10th.  
<https://www.decaturisdbond.com/> ... See more

## BALLOT LANGUAGE

### Proposition A:

**SPECIAL ELECTION**  
DECATUR INDEPENDENT SCHOOL DISTRICT PROPOSITION A

THE ISSUANCE OF \$54,910,075 OF BONDS BY THE DECATUR INDEPENDENT SCHOOL DISTRICT FOR THE CONSTRUCTION, RENOVATION, ACQUISITION AND EQUIPMENT OF SCHOOL FACILITIES IN THE DISTRICT (INCLUDING, BUT NOT LIMITED TO, IMPROVEMENTS TO ENHANCE SAFETY AND SECURITY), INCLUDING THE ACQUISITION OF LAND THEREFOR, THE ACQUISITION OF NEW SCHOOL BUSES, THE RETROFITTING OF SCHOOL BUSES WITH EMERGENCY, SAFETY OR SECURITY EQUIPMENT, AND THE PURCHASE OR RETROFITTING OF VEHICLES TO BE USED FOR EMERGENCY, SAFETY OR SECURITY PURPOSE, AND THE LEVY OF TAXES SUFFICIENT TO PAY THE PRINCIPAL OF AND INTEREST ON THE BONDS. **THIS IS A PROPERTY TAX INCREASE.**

FOR  
 AGAINST

In compliance with state law, bond ballot propositions must include the following statement: **THIS IS A PROPERTY TAX INCREASE.**

As a result of this requirement, voters in DISD will see this language on all three bond propositions; however, **the Decatur ISD tax rate will not increase as a result of the 2023 bond election.**

STAY UP TO DATE BY VISITING [WWW.DECATURISDBOND.COM](http://WWW.DECATURISDBOND.COM)

12 Like Comment Share

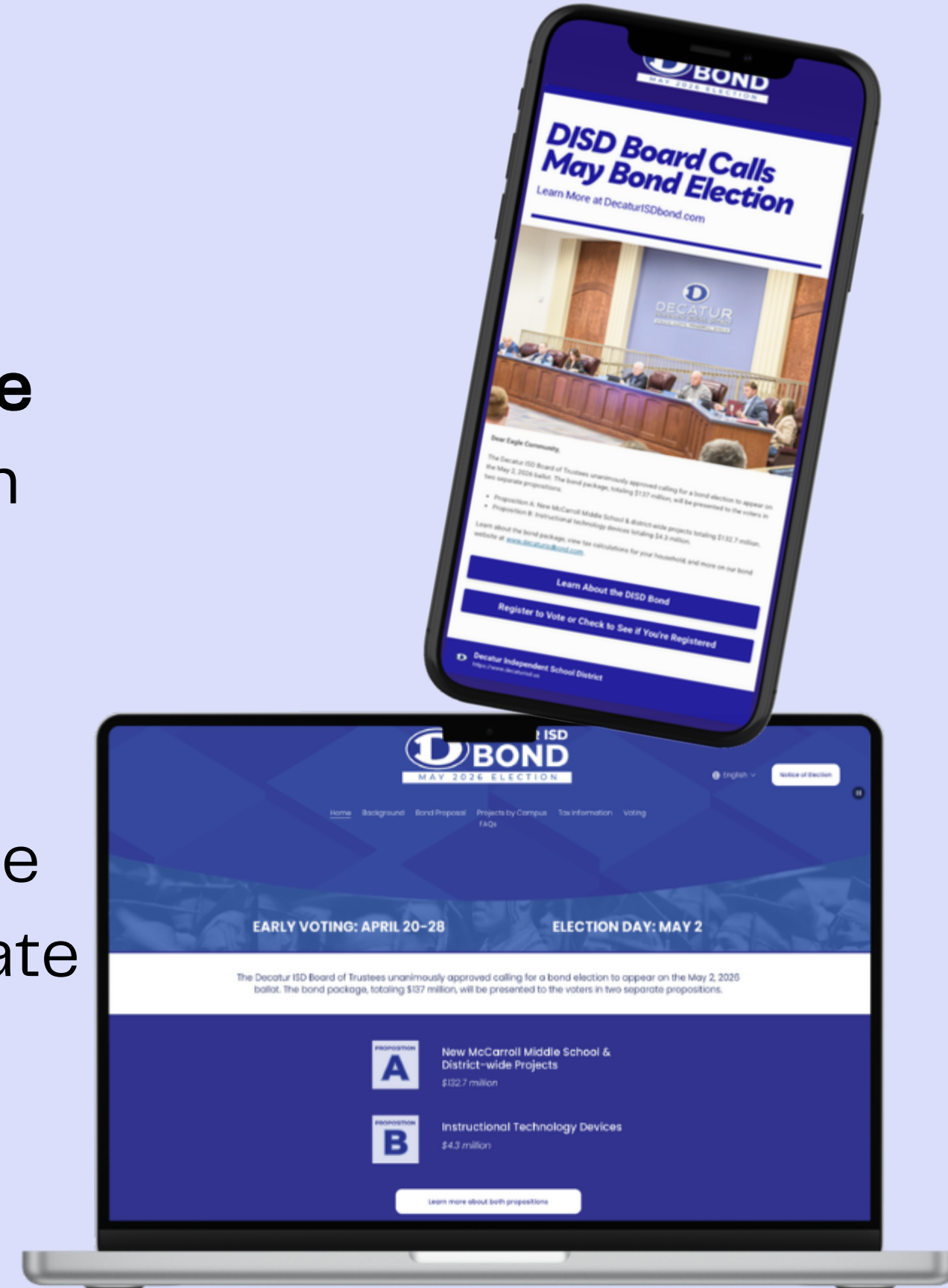
18 comments 2 shares



# 2026 Bond Campaign

## Free & Organic

- Bond website (and planning site)
- Email engagement
- Reminders on district website
- On-campus marquees (when available)
- Campus TV displays
- Social media
- WCM Messenger daily update
- City of Decatur's Friday Update
- Staff and community presentations
- Word-of-mouth marketing



# 2026 Bond Campaign

## Print Informational Material

- **Project boards** at all campuses
- **Exterior signage** (A-frames and H-frames)
- Mailers with Superintendent Letter to 65+ voter households
- Vote flags for all campuses
- General bond flyers
- **Bond business cards with QR codes**
- **Mini-bond flyers with key facts**
- Community event reminders
- Digital Advertisements
- Newspaper & Chamber Ads
- **Focus on lower-cost or reusable items**



**Open,  
Transparent &  
Inclusive to our  
Community**



# 2026 Bond Campaign

## Community Engagement & Events

- **3 bond coffee chats** at Trinity
- **3 public, McCarroll Tours** plus 1, invite-only tour for Silver Eagles
- **7 Staff Bond Presentations**
- Decatur Chamber of Commerce, Rotary, and Lion's Club Luncheons
- Staff Bond & **Community Leader Presentation**
- Community Block Party and Loteria
- **Community Bond Presentation: April 21, from 5:45–7:15 p.m** at the Multipurpose Building at McCarroll
- **Offers to any group that desires a bond presentation**



# 2026 Bond Campaign

## Community-Informed

- **Open invite to serve** on the bond committee
- Regular updates from bond committee
- **Spanish language translations** for nearly all bond materials
- **More touchpoints** → ways to learn about the bond
- **Community and district-wide staff & family newsletter**
- **FAQ and contact us**



# Voter KPIS & Engagement and KPIS

- QR code metrics via Bitly
- Website traffic up 40% in last month (to 847 unique views)
- Approx. 1.9K unique web visits
- Web traffic sources = direct, Facebook, Google, email
- **1254** individuals completed the survey
- **Variety of users** on computers, laptops, and mobile devices



# Questions?

