
BOARD AGENDA ITEM

Information/Discussion _____

Future Action _____

Action _____ x _____

Item: Contract with SeyferthPR to Support the Enhancement Millage

Submitted by: Dr. Ron Gorman

Date: 2.11.25

Recommended by: Dr. Ron Gorman

Board Meeting Date: 2.17.25

RECOMMENDATION:

Kent ISD, in collaboration with a subcommittee of superintendents, has conducted discussions and planning regarding the renewal of the enhancement millage. Following careful consideration, a formal recommendation has been made to add the renewal of the enhancement millage to the November 2025 ballot. Pending full approval by the Kent County Superintendents' Association (KCSA), our next step is to establish a comprehensive public relations strategy to effectively communicate the importance and impact of the millage renewal to the community.

To ensure a well-coordinated millage renewal, it is recommended that Kent ISD contract with SeyferthPR to provide leadership and guidance throughout the process. SeyferthPR has extensive experience in public relations, strategic messaging, and community engagement, making them a strong partner in this effort. Their expertise will be instrumental in crafting clear, compelling messaging, coordinating outreach efforts, and ensuring consistent communication with stakeholders.

Next Steps

- Pending full KCSA approval, initiate contract with SeyferthPR.
- Develop a detailed communications plan in partnership with SeyferthPR.
- Launch public engagement efforts in alignment with the proposed timeline for the November 2025 ballot measure.

Your consideration and approval of this recommendation are greatly appreciated. Please let me know if any further information is needed.