

# BOND COMMUNICATIONS REPORT

## April 2024 Board Meeting

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
✓	4x6 event Cards Designed

- Ordered signs
- Staff meetings completed at: Molalla High, Molalla River Middle, Clarkes
- Key Communicator Email #1 send 4/8/24

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
	Digital program (paid and organic)
	Principal Letters sent to Parents

Past Activities \_\_\_\_\_

<b>February 2024 Pre-Bond Milestone Activity Status</b>	
<b>Status</b>	<b>Description</b>
✓	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.

<b>March 2024 Bond Planned Milestone Activities</b>	
<b>Status</b>	<b>Description</b>
✓	Complete February milestones
In process	Present Bond Information at staff meetings
✓	Continue scheduling and staffing roadshow events
Sent 4/8/24	Email Key communicators
✓	File Voters' Pamphlet measure arguments
✓	Present Bond information to Parent Groups
✓	Parent Newsletter sent
In Design	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