

K-12 PRE-BOND



At Rockford Construction, we equip our public school clients with tools and strategies that result in a YES vote! The following are general guidelines to follow when developing your overall campaign.

Community-Led Effort

- Bond campaigns are a fine balance of fulfilling the needs of your students, with what the community will support. It's important to listen to your community, value the feedback and incorporate their voice into your Bond campaign. Utilize community surveys, focus groups, community forums and small group meetings to gather input.
- Provide plenty of opportunity for participation and encourage the community to take ownership of the campaign. If led by the board of education, superintendent, or design team, the community may perceive this as self-interest and less likely to support the efforts.
- Look for strong community leaders - they will help provide momentum and excitement!
- Develop a core "YES" Campaign Committee that can provide oversight and direction.

Grassroots Campaigns Work

- "Grassroots" campaigns can be very successful! Network with relatives, friends, co-workers and neighbors to recruit volunteers or to simply advocate for the Bond. Partnering with local businesses and gathering support will also have impact. Flyers, posters, window decals, etc. can be placed throughout the community within businesses supporting the Bond.

Teacher and Staff Support

- Having the support of teachers and staff is imperative - they can have significant impact on the Bond! Additionally, having public trust and support of school officials are also key drivers to success.

Timing is Everything

- Communicate the basic needs well in advance of Bond campaign. This allows for greater community support and ample time to generate more YES voters. The time of year your vote takes place can also impact the outcome. Understand what other elections are taking place and the potential impact.

Focus on the YES Voters

- Target YES voters using voter registration and utilize follow-up calls. Successful campaigns should typically plan for approximately 150% YES voters over historical 'no' voters.
- Don't write off any group - remember every vote counts!
- Do not spend resources trying to convince historic "no" voters or groups to change.

Communication is Key

- Provide simple and factual messages.
- The focus should be on the children and emphasize academics, instructional programs and student well-being.
- Be sure the same bond scope and message is displayed at each school.
- All printed material approved by communication media subcommittee.
- Stimulate positive media coverage.

Target Parents and Recent Grads

- Compare the parent list with the voter registration lists - on average, 30% to 50% of parents are not registered! Communicate often with this group on topics like voter registration, locations and value of the Bond.
- Elementary parents have the most at stake and are key targets.
- Identify future students/parents - look at preschool programs, kindergarten registration and area daycare centers as opportunities to share information.
- Reach out to recent grads and provide absentee ballots for those in college.



Why do some bonds fail?

- Without board unity, 85% of issues fail
- Lack of trust with Board/Administration
- Voter apathy - low turnout; however, "no" voters will go to the polls!
- Teachers and support staff not supporting campaign
- Well-organized/well-funded opposition
- Excessive amount of money requested
- Inconsistent information provided
- "Yes" voters were not identified
- Failure to follow-up last minute (phone calls/emails to "YES" voters)
- Lack of visible opposition made "YES" voters overconfident
- Timing: Poor economy or other items on ballot (additional millage requests)

7 STEPS TO BOND SUCCESS

1

Determine and quantify basic needs

2

Communicate basic needs

3

Gauge public awareness and support

4

Establish school improvement committee to recommend specific needs

5

Treasury/county approval process

6

Successful campaign

7

Celebrate success!

Bond Election Dates:

- 4th Tuesday in February
- 1st Tuesday after the 1st Monday in May, August and November

Planning, Involvement and Communication
Flexible time - 4 to 12 months

Treasury and Campaign
Structured time - 145 days min.

STEP 1. DETERMINE AND QUANTIFY BASIC NEEDS

Reason (Why?)

- Modified space needs due to program/curriculum changes
 - New programs require need for new space
 - Grade level organization
- Increased space needs due to growth
 - State allows district to build facilities to support 115% of 5-year enrollment projection
- Need to renovate or replace existing facilities
 - For functional, code, life safety, barrier-free, maintenance, and/or energy efficiency

Quantify (What?)

- Review curriculum
 - Status Quo
 - Change
 - Establish board/administration vision/desired outcome
 - Establish committee with parents, community, staff
 - Analyze staffing and financial impact on district
 - Allow sufficient time for staff and community buy-in
- Assess existing physical facilities
 - Inventory space of each district facility
 - Education buildings
 - Support buildings - administration, maintenance, transportation
 - Outdoor facilities
 - Identify facility deficiencies
 - Site
 - Building 'envelope'
 - Code - building, life safety, barrier free, hazardous materials
 - Interior finishes
 - Fixed/loose equipment - markerboards, casework, desks, chairs
 - Mechanical/electrical
 - Technology
 - Food service
 - Transportation
- Review enrollment projections
 - State recognizes StanFred and Middle Cities
 - Determine allowable number of teaching stations
- Prepare financial analysis
 - Financial consultant provide scenarios of revenue generation
- Analyze space utilization
 - Determine required number of additional teaching stations
 - Determine required number of additional support spaces

STEP 2. COMMUNICATE BASIC NEEDS

Basic needs could include:

- Safety and security
- Classroom space
- Technology improvements
- Maintenance upgrades - roofing, windows, doors
- Mechanical/electrical upgrades
- Site circulation improvements
- Site PE/athletic facilities
- Specialty space - auditorium, pool etc.

To Staff

- Through building-level staff meetings
- Through labor organizations
- From central administration

To Community

- Through building-level staff to parents
- From superintendent through newsletters
- Presentations from superintendent to community groups

STEP 3. GAUGE PUBLIC AWARENESS OF BASIC NEEDS AND POTENTIAL SUPPORT

Registered Voter or Random Community Online/Phone Survey

- Measure public perception of District on variety of subjects
 - Communicating to public
 - Quality of education
 - Employees, board, and administration
 - Curriculum
 - Facilities
- Include questions on potential voting support of basic needs
 - Need new facilities?
 - Need to renovate existing facilities?
 - Need specialty facilities - pool, auditorium, athletic facilities?
 - How much would you support financially?
- Use survey results later in information campaign



STEP 4. ESTABLISH A SCHOOL IMPROVEMENT COMMITTEE

Include community, parent, student and district representation from each facility

- Ideal Co-chairs are respected and energetic community members
- Students and parents are critical
- Community members could include business, seniors, and municipal
- School could be represented by Board, Superintendent, finance, curriculum, facilities, principals, teachers, and support staff

Determine specific needs from Building-Level Subcommittees

- Develop 'guiding principals' based on Board vision and desired outcomes
- Conduct tours of District facilities
- Conduct tours of new and remodeled facilities from other districts
- Form Building-Level Subcommittees
 - Principal/Parent Co-Chairs
 - Include parents, students, teachers, and support staff
 - Review/analyze building inventory assessments and basic needs
 - Develop and prioritize list of specific needs

Develop and prioritize options and cost-estimates

- Develop solutions and options with A/E and CM
- Estimate cost of options
- Analyze District financial capabilities with financial advisor
- Prioritize needs

Prepare consensus recommendation report to Board of Education

- Recommend presentation by Parent/Community Co-Chairs
- Board approves conceptual plan and budget
- 100% board approval is critical



STEP 5. RECEIVE TREASURY APPROVAL

- Request prequalification meeting with Treasury (set 120 days prior to election, at a minimum)
- Finalize bond scope and budget with Board
- Prepare bond application
- Provide draft application to Treasury three days prior to prequalification meeting
- Hold prequalification meeting with Treasury
- Board formally approves final application to Treasury
- Treasury review and approval
- Board approves bond resolution and calls for the election 45 days prior to election
- Election Day

STEP 6. CONDUCT A SUCCESSFUL CAMPAIGN

Establish Central Committee

- Carry members from School Improvement Committee
- Name Community Co-Chairs
- Create a theme/slogan
- Establish meeting schedule
- Coordinate consistent communication
- Communicate need to community

Establish Subcommittees

- Voter Resource Subcommittee
 - Establish Chair/Co-Chairs
 - Research number of historical 'No' voters - establish goal to identify yes votes for 150% over historical 'No' voters
 - Identify 'Yes' voters
 - Compare voter registration list with parent and school employee lists
 - Call/email unregistered voters, especially parents, school employees and recent graduates
 - Identify through "relationship" marketing
 - Document positive voters and recruit positive voters to email/call
 - Remind/Deliver 'Yes' voters
 - Email/call and remind one week prior to election and on election day
 - Poll watchers to check off names who voted
- **Finance Subcommittee**
 - Establish Chair/Co-Chairs
 - Identify Treasurer
 - Establish committee name
 - Register with County Clerk and obtain filing forms
 - Establish bank account with two signatures
 - Raise funds for campaign - Employees, PTO's, Boosters, Businesses, Vendors, Unions
 - Account and file final forms after election





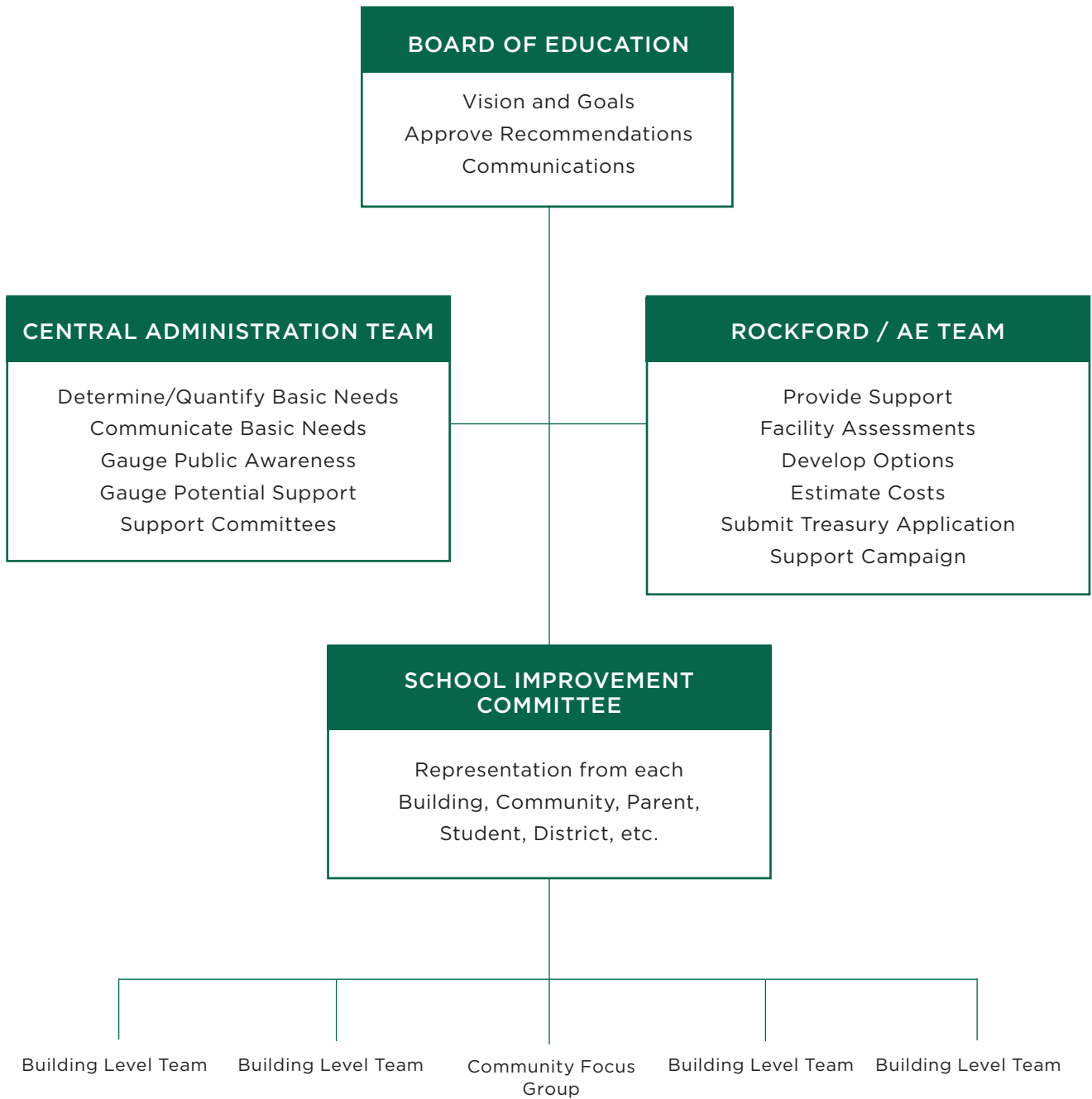
STEP 7. CELEBRATE SUCCESS

Thank Community and Volunteers!

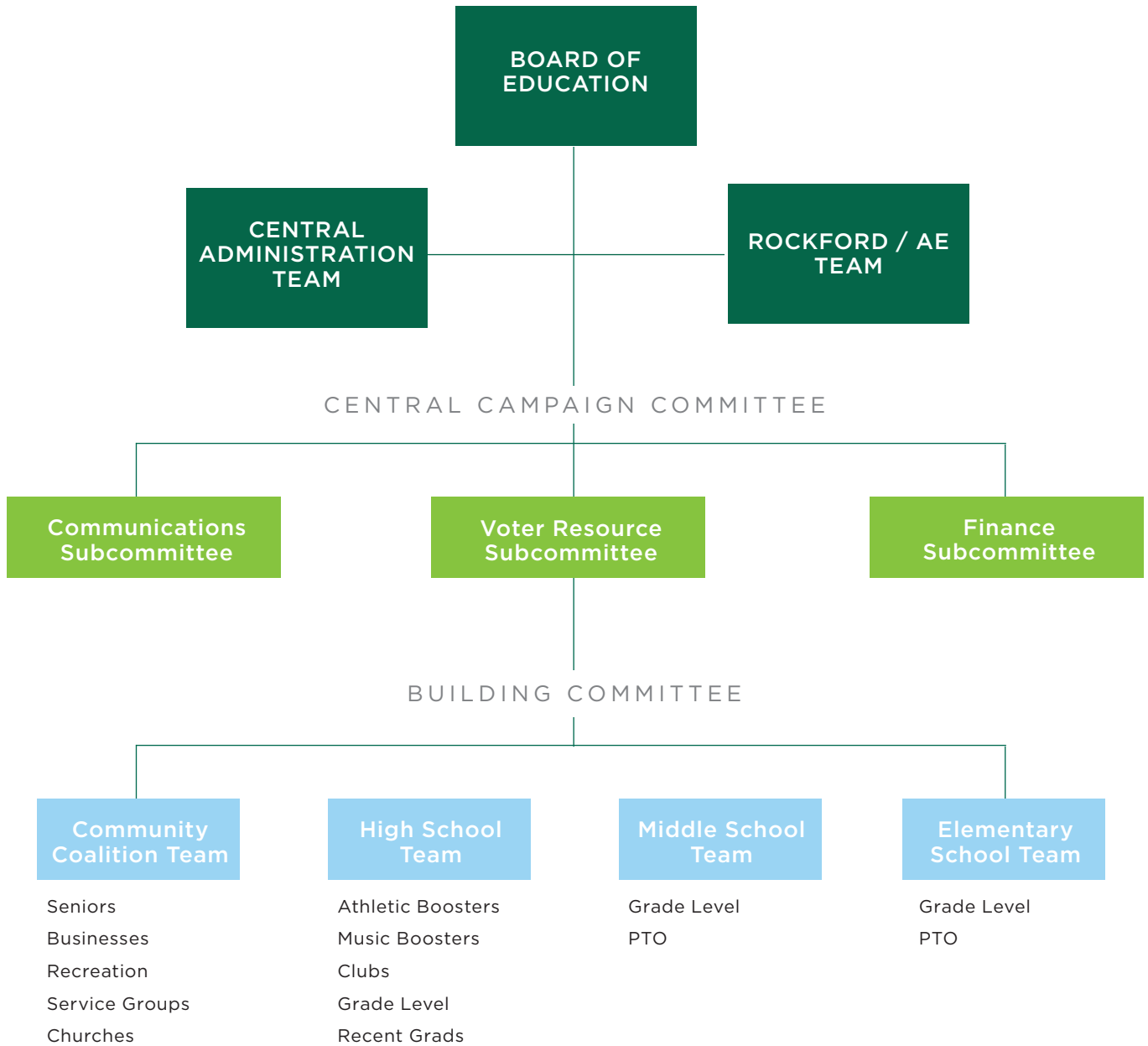
Communicate Progress of Design and Construction to Community

- Let community know promises were delivered
- Build trust for future bond campaigns
- Prepare monthly progress reports to community
- Provide continuous progress on school web site

PRE-BOND PLANNING ROLES AND RESPONSIBILITIES



YES! CAMPAIGN COMMITTEE





CENTRAL CAMPAIGN COMMITTEE

Co-Chairs

- Responsible for overall campaign leadership
- Organize central committee and lead meetings
- Establish campaign calendar
- Develop goals for committees
- Monitor committees' progress
- Identify key volunteers for committees
- Make presentations to community groups
- Ensure consistency in communication

Finance, Voter Resource, Communication/Media Chairs

- Report committee progress
- Support central campaign co-chairs

Principals

- Report building-level team progress
- Support central campaign co-chairs

Community Coalition Coordinator

- Report community team progress
- Support central campaign co-chairs

Central Administration

- Support and guidance
- Communications

Construction Manager/Architect

- Support and guidance

Rockford Construction can assist in the development of promotional materials for your Bond Campaign. Finding the right communication tools, or combination of, will be critical to the success of your efforts! Some examples include brochures, postcards, large display boards/posters, wristbands, buttons, t-shirts, website content, Facebook content, bond graphics and videos.

COMMUNICATION MEDIA SUBCOMMITTEE

Chairperson

- Organize committee and lead meetings
- Coordinate consistency of information
- Work with building-level campaign teams
- Seek endorsements from influential community members
- Develop budget for campaign materials
- Provide support to coordinators
- Serve on central campaign committee

Media and Print Material Coordinator

- Develop consistent information for distribution to voters and media
 - Voter Information Guides
 - Flyers/brochures
 - Other tools-banners, placemats, buttons, videos
 - Press releases
 - Presentation materials
- Develop a positive, personal relationship with all media representatives, editors and news directors, and work to seek editorial support
- Obtain media coverage of campaign events which point out broad support and emphasizes the campaign theme
- Coordinate 'letters to editor campaign
- Coordinate website information

Event Coordinator

- Develop and maintain school and community event calendar
- Recruit and organize volunteers to staff events, distribute information, promote the bond, and sign-up committed "yes" voters
- Work with all committees to distribute consistent information and message



COMMUNICATION MEDIA SUBCOMMITTEE

Organization Liaison Coordinator

- Develop and prioritize a list of community groups
- Contact each group to seek an opportunity to discuss the election
- Develop a speakers bureau to make presentations
- Obtain endorsements from groups
- Coordinate meetings with seniors

Campaign Services Coordinator

- Refreshments for all group activities
- Child care arrangements for campaign volunteers
- Work with election day coordinator to provide drivers, child care, and other services necessary on election day
- Victory party

Communication Media Volunteer

- Staff event tables/booths
 - Distribute information
 - Sign-up “yes” voters
- Assist communication media coordinators
- Work with building-level and community teams to distribute information



VOTER RESOURCE SUBCOMMITTEE

Chairperson

- Organize committee and lead meetings
- Establish goal of “yes” votes needed
 - Base on past elections
- Work with building-level and community campaign teams
- Recruit volunteers
- Provide support to coordinators
- Serve on central campaign committee

File Coordinator

- Develop an information filing system on prospective voters
 - Database
 - Develop list of potential “yes” voters
 - Obtain updated voter registration list for district
 - Obtain parent list for each building (name, address, phone, email)
 - Obtain staff list for each building
 - Obtain a list of 18-year-old students and recent graduates
 - Sort lists to develop a potential “yes” list by building
 - Organize elementary by building and teacher
 - Organize secondary by activity (band boosters, football, etc.)
 - Remaining non-active student lists by grade level
 - Organize community coalition groups (business, seniors, etc.)
 - Cross-reference elementary and secondary lists to avoid duplication
 - Create list of unregistered voters
- Provide unregistered voter list to voter registration coordinator
- Prepare and maintain alphabetized list for each identified supporter for pre-election reminder calls and election-day calls
 - Provide list to canvass coordinator

Voter Registration and Absentee Voter Coordination

- Identify voter registration deadlines and procedures which must be followed in a registration effort
- Use list supplied by file coordinator to identify likely supporters who are not registered
- Organize volunteers by building to register parents, staff and staff spouses
- Provide registration instructions to communication media volunteers
- Arrange for registrars to be deputized if necessary
- Forward newly registered voters to file coordinator
- Develop and implement a plan for contacting recent graduates and other likely supporters who will be out of town on election day and arrange absentee voting
- Mail supporters absentee ballot application
- Follow-up with emails/calls to ensure absentee ballot is obtained and delivered

VOTER RESOURCE SUBCOMMITTEE

Canvass and Phone Bank Coordinator

- Plan and oversee the canvass effort
- Identify location for phone bank
- Recruit and train building-level canvass volunteers
- Prepare kit for canvass volunteers
 - Information from media and print coordinator
 - Prepare phone script(s) for canvass
- Use list supplied by file coordinator to canvass likely supporters
- Forward list of likely supporters to file coordinator

Election Day Coordinator

- Coordinate all election day activities
- Obtain legal requirements for challengers
- Recruit and train volunteers to serve as challengers
- Work with campaign services coordinator to provide drivers, child care, and other services necessary on election day
- Work with canvass and phone bank coordinator to assure sufficient phones and volunteers are available for election day calls
- Maintain and check off names who voted

Canvass and Election Day Volunteers

- Canvass likely supporters
 - Through building group
 - Through phone bank
 - Neighbor to neighbor, friend to friend, relative to relative
- Call likely supporters on election days
- Serve as poll challengers
- Assist with checking off names
- Assist with support — rides, child care, refreshments, communication





FINANCE SUBCOMMITTEE

Chairperson

- Organize committee and lead meetings
- Develop campaign budget
- Work with communication media chairperson
- Supervise fund-raising activities
- Solicit financial contributions from endorsing groups
- Serve on central campaign committee

Treasurer

- Register with county clerk and obtain file forms
- Establish bank account with two signatures
- Pay bills
- Account and file final forms after election

Volunteers

- Assist with fundraising
 - Employees, PTOs, boosters, businesses, vendors, unions



BUILDING-LEVEL/COMMUNITY SUBCOMMITTEE

Building/Coalition Team Coordinator

- Recruit and assign team leaders to each sector of your building/coalition
- Distribute call lists (from voter resource file coordinator)
- Train team leaders in phone calling process
- Report names of committed “yes” voters weekly to file coordinator

Team Leaders

- Call/contact (or assign Unit Leaders to) all names on list
 - Use ‘phone script for acquaintances’ as a guide
- If voter is not registered, follow non-registered script
- Once voter is committed to “yes” vote, ask them to contact friends, relatives and neighbors they are comfortable with and report back those “yes” voters
- Report all “yes” votes to building/coalition team coordinator
- On election day work with phone bank coordinator to make reminder calls

Unit Leaders

- Call/contact all names on list
 - Use ‘phone script for acquaintances’ as a guide; if not registered, follow non-registered script
- Once voter is committed to “yes” vote, ask them to contact friends, relatives, and neighbors they are comfortable with and report back those “yes” voters
- Report all “yes” votes to team leader
- On election day work with phone bank coordinator to make reminder calls



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