

K-12 PRE-BOND

WHAT TO EXPECT

Navigating the Bond Process

Navigating the path towards a successful school bond can be a daunting journey, fraught with challenges and complexities that require careful consideration and strategic planning. However, with the right guidance and support, this process can evolve from a daunting task into a transformative opportunity, fostering positive change within educational institutions and their surrounding communities. At Rockford Construction, we recognize the importance of this endeavor and stand ready to offer our expertise and assistance every step of the way.

In this comprehensive booklet, we present a strategic seven-step approach specifically crafted to empower K-12 education clients in their pursuit of passing a school bond for construction purposes. From the initial phase of determining and quantifying basic needs to the final step of celebrating success, each stage is strategically designed to ensure clarity, transparency and robust community engagement. By following this structured framework, educational institutions can navigate the complexities of a bond election with confidence, knowing they have Rockford as a trusted partner.

We understand that every educational institution is unique, with its own set of challenges, aspirations and community dynamics. As such, our approach is not one-size-fits-all; rather, it is tailored to accommodate the specific needs and goals of each client we serve. Beyond providing a foundational guide, we are committed to fostering collaboration and personalized attention, working closely with our clients to develop a bespoke strategy that aligns seamlessly with their vision and objectives.

At Rockford, we believe in the power of partnership and the collective impact of collaboration. We are eager to delve deeper into the specifics of your plans, leveraging our expertise and resources to support you in achieving your goals. Together, we can transform challenges into opportunities, creating vibrant and innovative learning environments that inspire generations to come. With Rockford by your side, success is not just a destination but a journey filled with possibilities.

Pre-Bond Team



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ACADEMY OF THE AMERICAS |
PLAY DAY

PRE-BOND APPROACH

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

- Balance fulfilling the needs of students with what the community will support
- Community surveys, focus groups, community forums, small group meetings
- Offer opportunities for participation & community “ownership”
- Develop a core “YES” Campaign Committee

Grassroots Campaigns Work

- Network with relatives, friends, co-workers & neighbors
- Recruit volunteers
- Advocate for the bond
- Partner with local businesses
- Flyers, posters, window decals, etc. throughout the community

Teacher & Staff Support

- Garner support of teachers & staff
- Gain public trust & support of school officials

Timing is Everything

- Communicate basic needs in advance
- Date of election impacts the outcome!

Focus on the “YES” Voters

- Voter registration & follow-up calls
 - Aim to earn approximately 150% “YES” voters over historical “NO” Voters
- Do not spend resources on historic “NO” voters

Communication is Key

- Simple & factual messaging
- Focus on the children, academics, programs & student well-being
- Display bond scope & message at each school
- Stimulate positive media coverage

Target Parents & Recent Grads

- Compare parent list with voter registration lists
 - Communicate often
- Identify future students/parents
- Reach out to recent grads

Why do some bonds fail?

- 85% of issues fail w/out board unity
- Lack of trust
- Voter apathy
- “NO” voters WILL go to the polls
- Lack of support from teachers & staff
- Well-organized & funded opposition
- Too “expensive”
- Inconsistent information
- “Yes” voters were not identified
- Failure to follow-up last minute
- Timing: poor economy/other ballot items



GRAND RAPIDS PUBLIC SCHOOLS |
SOUTHWEST COMMUNITY CAMPUS



From educational lectures on the construction process, to helping raise funds for our grand opening, to building steps and pouring walkways for elderly residents in the neighborhood, Rockford Construction has taken it upon themselves to go above and beyond.

— Kristina Martinez-Precious, Principal
*Grand Rapids Public Schools |
Southwest Community Campus*

PRE-BOND TIMELINE

7 Steps to Bond Success

1

DETERMINE & QUANTIFY BASIC NEEDS

2

COMMUNICATE BASIC NEEDS

3

GAUGE PUBLIC AWARENESS & SUPPORT

4

ESTABLISH A SCHOOL SUPPORT COMMITTEE

5

RECEIVE TREASURY APPROVAL

6

CONDUCT SUCCESSFUL CAMPAIGN

7

CELEBRATE SUCCESS!

FINISH LINE

1

DETERMINE & QUANTIFY BASIC NEEDS

A successful bond campaign requires a clear and comprehensive assessment of your facility needs. Before launching your campaign, engage key stakeholders to identify and define necessary improvements to your spaces. A strong description of your district's basic needs is the foundation to earning trust and a "YES!" vote.

Basic needs of the facility could include safety and security, classroom space, technology enhancements, maintenance upgrades, site circulation improvements, or specialty spaces such as athletic facilities, auditoriums, playgrounds or pools.

Reason (Why?)

- Modified space needs due to program/curriculum changes
- Increased space needs due to growth
- State allows district to build facilities to support 115% of five-year enrollment projection
- Need to renovate or replace existing facilities

Quantify (What?)

- Determine specific bond needs
- Identify & assess existing facility needs
- Review enrollment projections
- Prepare financial analysis with a financial consultant
- Analyze space utilization
- Prepare board recommendation

2

COMMUNICATE BASIC NEEDS

Once your basic needs are defined, a thoughtful and thorough communication plan should be implemented. Informing staff and community members is of the utmost importance. Coordinate multiple avenues of communication to ensure all stakeholders are notified and up to date on the desired improvements at the center of the bond vote.

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





It has been a pleasure working with Rockford at Pierce Elementary on the new cafe project. They were great with communication via email, phone calls and text messages. Communication is key, and they were always willing to show me the plans and explain what was happening next. This helped tremendously as we only had one day for the transition between the old kitchen and the new kitchen. Rockford showed professionalism when dealing with challenges that would pop up. Our first day in the new cafe went very smoothly thanks to Rockford's attention to detail and commitment to this project.

— Pattie Guck, *Director of Dining*
Birmingham Public Schools

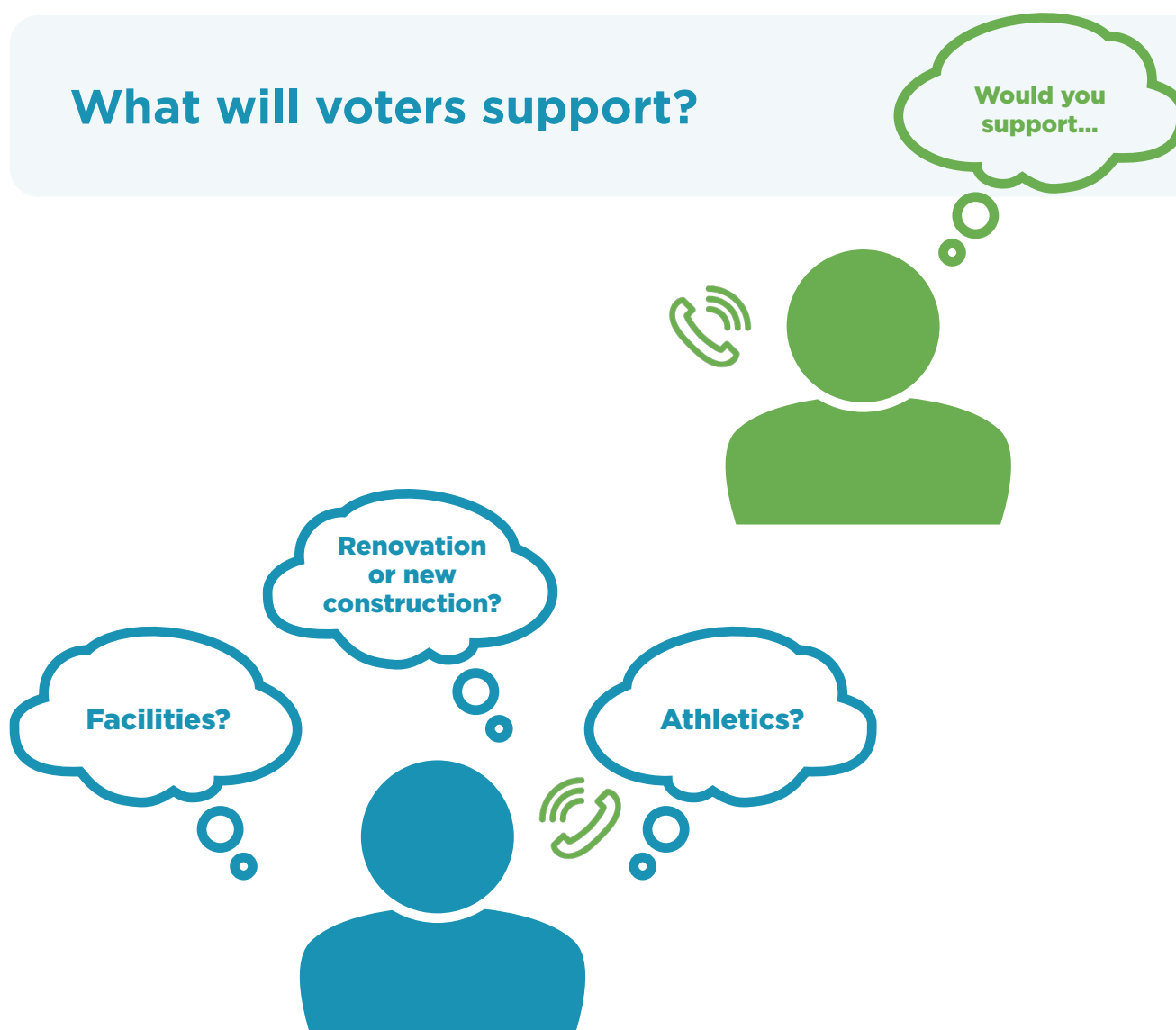
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GAUGE PUBLIC AWARENESS & SUPPORT

Registered Voter or Random Community Online/Phone Survey

- Measure public perception of district on variety of subjects, such as:
 - Quality of education
 - Employees, board & administration
 - Curriculum
 - Facilities
- Include questions on potential voting support of basic needs
- Use survey results later in information campaign

What will voters support?



4

ESTABLISH A SCHOOL SUPPORT COMMITTEE

Who

Community, Parent, Student & District Representation

- Co-Chairs
- District Staff
- Community Members

Objectives

Engage Community

- Communicate bond goals with staff, parents & community members
- Describe the need
- Ask for support

Establish Stakeholder Support

- Identify early adopters of a “Yes” mentality
- Speak to individual stakeholder priorities
- Gain buy-in from various groups

Scope, Cost & Conceptual Plan

- Committee should understand scope of bond
- Use community feedback to inform overall cost
- Provide conceptual recommendation to the board

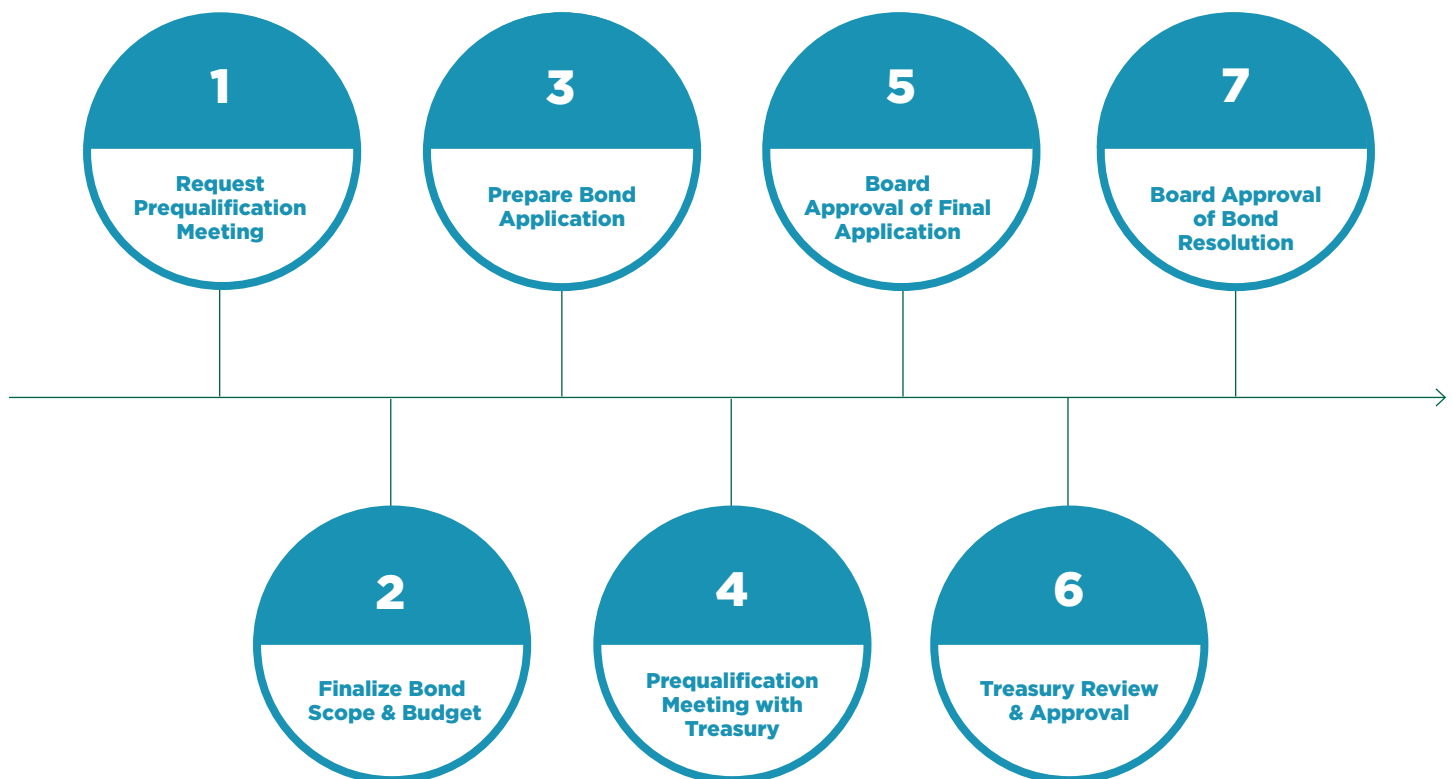




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RECEIVE TREASURY APPROVAL

While gaining traction for community support, follow the state guidelines for getting on your local ballot. This includes completing documentation like prequalification and financial forms and an application.



6

CONDUCT A SUCCESSFUL CAMPAIGN

Establish Advocacy (“YES”) Committee

- Identify & enlist Advocacy Committee co-chairs
- Create a theme/slogan
- Establish meeting schedule
- Communicate need to community

Establish Co-Chairs for the Following Subcommittees

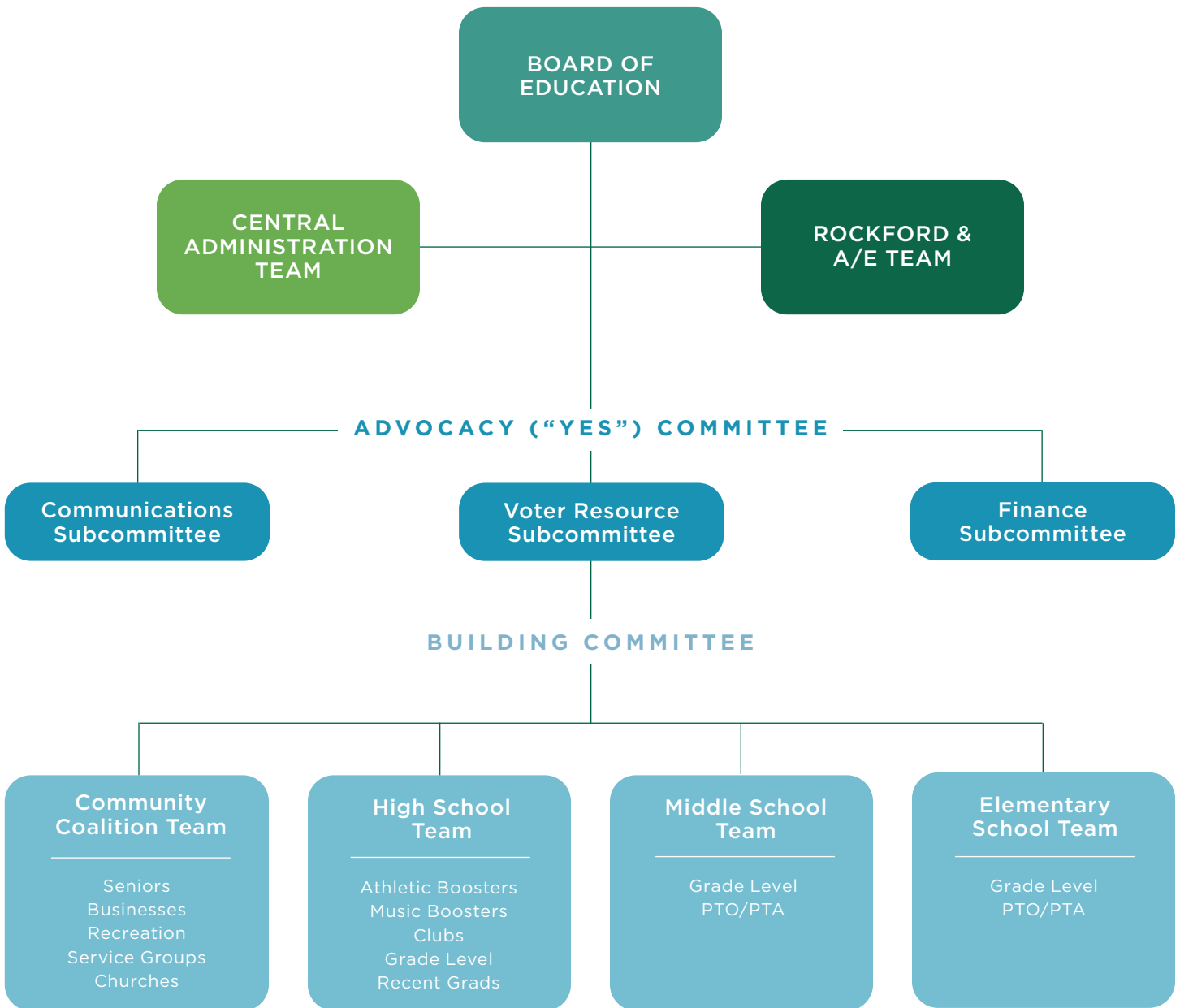
- Communication & Marketing Subcommittee
- Voter Resource Subcommittee
- Finance Subcommittee



Rockford has extensive experience with early childhood centers. Our dedicated education and early childhood team understand the needs of specialty spaces to help the youngest children in our community learn and thrive.

“YES” CAMPAIGN COMMITTEE

Any successful bond campaign requires a team effort! Harness the excitement of passionate community members to engage in a variety of campaign needs, including communication strategies, fundraising and voter turnout. These volunteers play a critical role in building trust, sharing the importance of facility enhancements and earning “YES” votes!





We knew Rockford Construction would provide a comprehensive, coherent and transparent process from start to finish and deliver on their promises of thoroughly assessing our facilities, developing reasonable budgets and establishing realistic timelines. We also knew that Rockford would be a reliable district partner and a willing collaborator with our architectural firm. What made these characteristics evident was the ability of Rockford to work with our board and community. Their interactions with our stakeholders solidified the credibility of our bond request.

— Dr. Scott Korpak, Former Superintendent
Northview Public Schools

7

CELEBRATE SUCCESS

Thank Community & Volunteers!

You did it! You passed your bond vote. It is absolutely essential to continue communicating with your community members by thanking them for their support. Maintain frequent contact throughout the bond process to reinforce trust and lay the groundwork for future bond issues.

Communicate Progress of Design & Construction

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



***“Thank You” signage
from the Oak Park 2021
prebond program.***

NORTHVIEW PUBLIC SCHOOLS |
EAST OAKVIEW ELEMENTARY SCHOOL







WHY ROCKFORD

Navigating Pre-Bond Campaigns

At Rockford Construction, we equip our public school clients with tools and strategies that result in a “YES” vote!

We have years of experience in pre-bond of a variety of size and scope projects. We have a robust, dedicated education team that’s familiar with K-12 learning environments. They’ll work with your team as well as the architect to help develop sound budgets, schedules and designs.

We offer the following services by phase:

- Facility Assessments
- Identify District Priorities
- Preconstruction & Budgeting
- Identifying Return on Investments
- Diligently Monitor Scope & Budget
- Community Education & Engagement
- Campaigning

Dedicated to Education

Rockford’s education team is solely dedicated to education facilities. We’ve helped numerous districts successfully pass bond votes. We understand the nuances of educational learning environments, technology and security. We know how to work in occupied buildings and sites with small, curious children and the intersections of staff, students, parents, cars and buses. We will work with you to minimize disruption to your facility and ensure the safety of our workers and your community.

Our pre-bond team understands the complexities that can come with a bond campaign and is here to navigate the hurdles with ease. Through strategic communication, grassroots networking and specific targeting, your next campaign can be successful!

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