

Gresham-Barlow



School District

BOARD OF EDUCATION

Regular Board Meeting / Work Session

AGENDA

May 4, 2017

BOARD OF EDUCATION

May 4, 2017

Regular Board Meeting / Work Session – 6:30 p.m.

**Large Conference Room
Gresham-Barlow School District Administration Office
1331 NW Eastman Parkway, Gresham, OR**

I. CALL TO ORDER

II. ROLL CALL

_____ Carla Piluso, Chair
_____ Kris Howatt, Vice-Chair
_____ Sharon Garner, Director
_____ John Hartsock, Director
_____ Matt O’Connell, Director

_____ Kathy Ruthruff, Director
_____ Kent Zook, Director

_____ Jim Schlachter, Superintendent
_____ Mike Schofield, Chief Financial Officer

III. INFORMATION ITEMS

1. Bond Update: Bond Communication Plan Schofield

IV. ANNOUNCEMENTS

May 4: Regular Board Meeting - 7 p.m.
Council Chambers
Public Safety and Schools Building

JS:lc

GRESHAM-BARLOW SCHOOL DISTRICT
1331 NW Eastman Parkway
Gresham, OR 97030-3825

TO: Board of Directors

FROM: Jim Schlachter
Mike Schofield

DATE: May 4, 2017

RE: No. 1 – Bond Update: Bond Communication Plan

EXPLANATION: As referenced in the bond management plan, a specific plan for communicating information about the bond is a critical part of the overall bond management function.

Essential elements of the proposed bond communication plan will be presented for review and discussion.

PRESENTER: Mike Schofield

SUPPLEMENTARY None

RECOMMENDATION: This report is being provided as information only.

REQUESTED ACTION: No action is required.

MS:lc

The Gresham-Barlow Bond

BOND COMMUNICATIONS PLAN



**Improve
Safety
and
Security**

**Renovate
and
Replace
Aging Schools**

**Expand
Educational
Opportunities**

**Modernize
Classrooms
and
Buildings**

Prepared by

WRIGHT

PUBLIC AFFAIRS

623 N Morgan Street
Portland Oregon 97217

Introduction



Now that voters have passed the 2016 Gresham-Barlow Bond we move to the design and construction phase of the capital construction bond. Every bond needs robust communications and we are pleased to present a messaging blueprint and communications framework that will run for the life of the bond projects from pre-design planning to the ribbon cutting and beyond.

MISSION

Mission is to clearly and effectively communicate the timelines, impacts and outcomes of every project in the 2016 Gresham-Barlow Capital Construction Bond utilizing established framing while building community support for investing in their local schools.

SCOPE

Scope of this communications plan is to develop objectives, strategies and tactics that will cover the “forward facing” aspects of the Gresham-Barlow capital construction bond.

TABLE OF CONTENTS

- I. INTRODUCTION, MISSION AND SCOPE OF WORK
- II. EXAMINING THE 2016 BOND EDUCATION AND ENGAGEMENT NARRATIVE
- III. THE SIX COMPONENTS OF THE GRESHAM-BARLOW CAPITAL CONSTRUCTION BOND COMMUNICATIONS PLAN
- IV. ROLES AND RESPONSIBILITIES IN BOND COMMUNICATIONS
- V. COMMUNICATIONS & THE 5 PHASES OF CONSTRUCTION
- VI. ELEMENTS OF THE PLAN
- VII. OBJECTIVES AND STRATEGIES
- VIII. COLLATERAL
- IX. NEXT STEPS





Examining the 2016 Bond Education and Engagement Narrative

Throughout the 2016 public education effort the district worked hard to maintain a consistent message about the bond.

We called this the “in a nutshell” message. It went as follows:

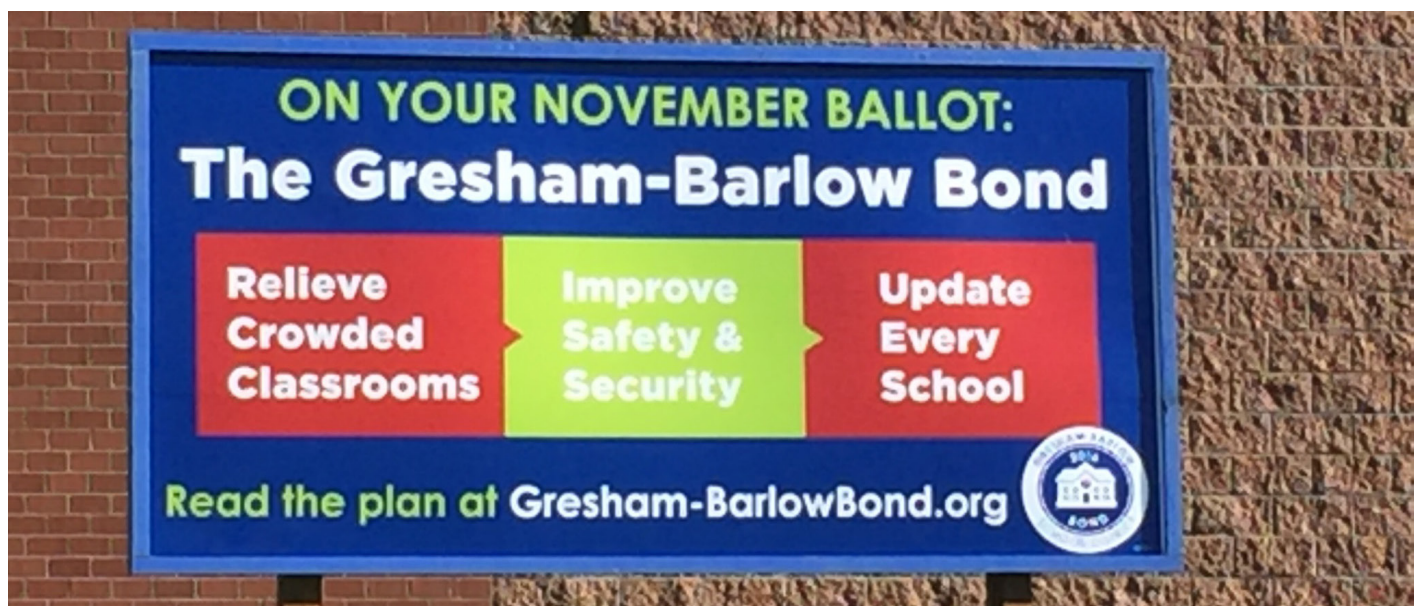
The Gresham-Barlow School Bond in a Nutshell:



-  **It increases student and staff safety,**
-  **Improves access to modern technology,**
-  **And addresses chronic overcrowding,**
-  **By upgrading and updating aging schools and classrooms across the District**

The “Four Buckets”

This framing led us to create four “buckets” that were three or four word descriptors of our narrative. These buckets were designed to quickly deliver the key aspects of the bond across multiple mediums from 4’ x 8’ signs to fliers to direct mail pieces.



Moving Forward: the Six Components of the Gresham-Barlow Capitol Construction Bond Communications Plan

1 Use Existing Narrative and Framing

The district spent a significant amount of time building out this narrative and the Gresham-Barlow community has become used to seeing the bond expressed through these 4 frames.

The district should continue to frame the bond projects through these four elements in order to build upon the work, and the success, of the 2016 public education campaign.

2 Use but Update the “Four Buckets”

The communications team will develop a detailed understanding of the projects at each school and place each element of these projects within the four buckets from pre-design to closeout.

3 Construction & Communications Calendars Work in Concert

Communications should work in concert with the construction calendar to develop a communications plan and calendar for each project.

This allows the team to address any potential challenges or successes in a timely manner.

Moving Forward: the Six Components of the Gresham-Barlow Capitol Construction Bond Communications Plan

4 Multiple Communications Channels

Bond construction communications is more than a website. The success of the 2016 effort was based in part by reaching Gresham-Barlow residents through multiple platforms. The bond construction communications should mirror this multi-channel approach.

5 Align Bond Communications with District Communications

Bond and District communications should align, mirror and amplify each other wherever possible and appropriate. An element of 2016 Bond communications effort was highlighting district successes in and out of the classroom. As we learned last year, citizens are more supportive of building or improving schools if they can be tied to student outcomes. We need to continue to make that connection.

6 Clear Understanding of Roles

Multi-million dollar construction project have a lot of moving parts. It is critical to develop a clear understanding of the roles, responsibilities and expectations of all parties that have a role in communicating about the project.

Roles in a Bond Communications Effort

ARCHITECT, CONSTRUCTION FIRMS & P.E. COORDINATOR

Manages the pre-design and design process to include and reflect the input of stakeholders in the final design. They are responsible for regular project specific communications to key stakeholders. They are also responsible for producing relevant imagery like renderings and drawings that might be used in communications.

CONSTRUCTION MANAGEMENT

This position is also known as the “owners rep.” They are the link between the day to day events on the job site and the rest of the communications team. They provide regular construction and budget updates to all communications partners as well as highlight issues or great stories.

EXTERNAL BOND COMMUNICATIONS

Manages all aspects of capital bond construction communications and is tasked with creating clear communications to the community at large about the bond in general, the school design process, construction process and the eventual completed projects.

DISTRICT COMMUNICATIONS

Amplifies bond communications through official district channels, aligns district communications with bond communications and serves as liaison to superintendent, district leadership and school board members.

Elements of the Communications Plan

GOAL **Goal** is to clearly communicate the purpose, scope, timing, impacts and benefits of each Bond related project in order for the stakeholders and the public to have a clear understanding of the process as well as the benefits of the bond projects to the community.

TARGET AUDIENCES

- * General Gresham-Barlow Public
- * School Specific Education Communities– Teachers, Principals, District Staff, Students, PTC Groups, Parents, Volunteers, Boosters
- * Community Leaders: Business Leadership, Key Communicators, Electeds, Neighborhood Associations and Community Groups

OBJECTIVES FOR TARGET AUDIENCES

- * Gresham-Barlow Public - Approximately 75% of eligible voters cast a ballot in the 2016 bond election. 51.5% voted yes. Our objective is to build and amplify awareness among all voters about the bond while clearly articulating, with detail, where their tax dollars are going during these projects.
- * School Specific Communities - Our school communities are the core consumers of our schools and as such are also our biggest messengers. Our objective for every school community leader is to clearly understand the 5 phases of construction at their site as well as timing and key aspects of the project and be able to articulate this process when asked by their peers.
- * Community Leaders – Community leaders should be knowledgeable and be able to articulate in general terms about bond plans, timelines and general progress.
- * Larger Business Community - The larger business community should have basic knowledge of the bond projects and progress.

Elements of the Communications Plan (Cont.)

STRATEGIES

- A. The District will develop clear, concise and accessible messaging around the bond that will be used consistently in all communications.

- B. The District will develop and use clear, concise and accessible materials including a recognizable logo and color scheme.

- C. The District will develop school specific communication plans from pre-design to closeout.

- D. The District will develop a plan to reach the general Gresham-Barlow public on a regular basis to inform and educate about bond progress.

- E. The District will develop a plan to engage community leaders: Business Leadership, Key Communicators, Electeds, Neighborhood Associations and Community Groups.

- F. The District will develop a plan to educate and engage school specific communities.

- G. The District will utilize social media to solicit feedback from parents and other core constituencies.

Collateral in Support of These Strategies (Cont.)

COLLATERAL AND TACTICS

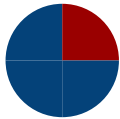
1. **Bond Specific Website** – A one-stop shop for all things about the Bond.
2. **General one-page informational flyer** about the bond – multiple languages.
3. **School specific informational flyer** about the projects slated to occur at that school – multiple languages.
4. **School specific pull up banners** about the schedule and planned site for each project – English and Spanish.
5. **Updated 4 x 8 Signs** outside every school.
6. **Principal Letters** to voters in all catchment areas ahead of pre-bond planning and post construction.
7. **6 x 11 card** to all registered voters in the catchment areas of the “major” projects ahead of design/construction and then one after – major focus will be “how we spent your money.”
8. **Digital media advertising** - “The Bond Passed, Now What Happens?”
9. **Quarterly Bond Progress newsletter** – 4 page.
10. **Email campaigns and social media posts** that amplify each of these communications.

Communications & the 5 Phases of Construction

The communications calendar and the construction calendar should work in concert with each phase of the construction process. We will develop a separate communications plan for each project to timed with these 5 phases.

PHASE 1 - PRE-DESIGN

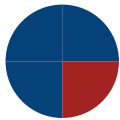
Message



- We are planning to do this.
- Would you like to be part of the process?
- Why this project matters.

PHASE 2- DESIGN

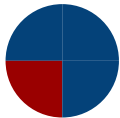
Message



- This is the plan, this is your chance to provide input.
- What do you think?
- Why this project matters.

PHASE 3 - BID AWARD

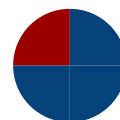
Message



- This is a transparent process.
- Here are the clear costs and budgets.
- Why this project matters.

PHASE 4 - CONSTRUCTION

Message



- This is happening.
- Here's the plan and schedule.
- This is how it impacts you.
- Why this project matters.

PHASE 5 - CLOSEOUT

Message



- Hooray! We're done!
- Here's how we spent your money.
- Here's what we said we would do, what we did.

Spring/Summer 2017 Actions

1. Produce, and have approved, a full program schedule.
2. Identify immediate and early opportunities to tell the Bond story.
3. Update the Gresham-Barlow Brand- logo, look, tagline and buckets.
4. Update the key messages aka “buckets.”
5. Build out the Gresham-BarlowBond.org website. This includes agreeing upon overall look, feel, structure and priorities of the site and a schedule to roll out phases of the site.
6. Begin development of communications plans for all 18 schools. Prioritize schools and projects by construction calendar. Priorities:

2017 Projects: Highland, West Orient, West Gresham, Dexter McCarty, Gordon Russell, Clear Creek, Deep Creek Building

Furniture Replacement and Installation

Multi-Year Projects: GHS, Sam Barlow, East Gresham, North Gresham

7. Develop Bond One Pager General Information Flyer
8. Identify Key Community Meetings in Next 6 Months for District Presentations on Bond Progress

Bond Branding

Primary logo



Primary color



Pantone Equivalent 653c
C99 M82 Y18 K5
R4 G66 B121
Hex: 044279

Secondary colors



C24 M98 Y98 K19
R163 G35 B35
Hex: A32323



C39 M13 Y98 K0
R168 G186 B58
Hex: A8BA3A

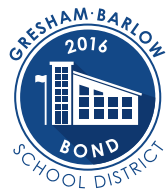


(text)

C48 M40 Y39 K40
R96 G97 B98
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Letterhead

BUILDING A BETTER EDUCATION FOR EVERY STUDENT



GRESHAM-BARLOWBOND.ORG

Footer

Improve Safety and Security

Renovate and Replace Aging Schools

Expand Educational Opportunities

Modernize Classrooms and Buildings

Updated Key Message Categories aka "Buckets"



- Limit Access Points to School Buildings
- Modern Equipment for Emergency Communications
- Internal Classroom Locks
- Secured Entries

- Replacement and Renovations of Sam Barlow and Gresham High Schools
- Replacement of North Gresham and East Gresham Elementary Schools

- New Classrooms at Hall, Hollydale Elementary and Deep Creek-Damascus K-8
- Updated and Improved CTE and vocational classrooms and facilities
- Equal Access to Technology for All Students

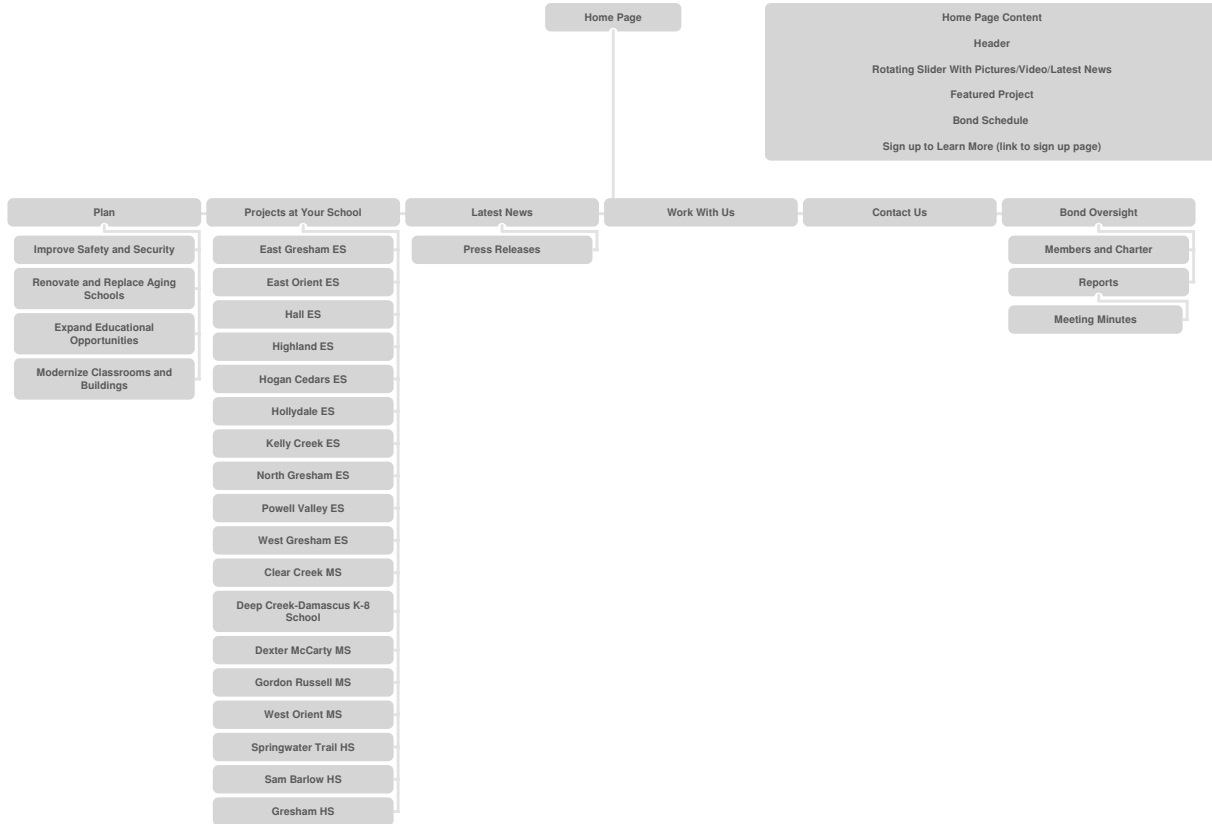
- Renovate building systems at 16 schools, including:
 - Heating and Cooling System Upgrades
 - Repair/Replace Roofs
 - Energy efficiency Upgrades
 - Technology Upgrades Every School

Website Structure



GRESHAM-BARLOWBOND.ORG

VERSION 1.0 - 05/03/17 - PAGE COUNT: 34



General Communications Calendar

Monthly

Regular updates to website
Monthly email to those who sign up for general bond information

Quarterly

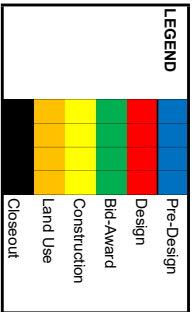
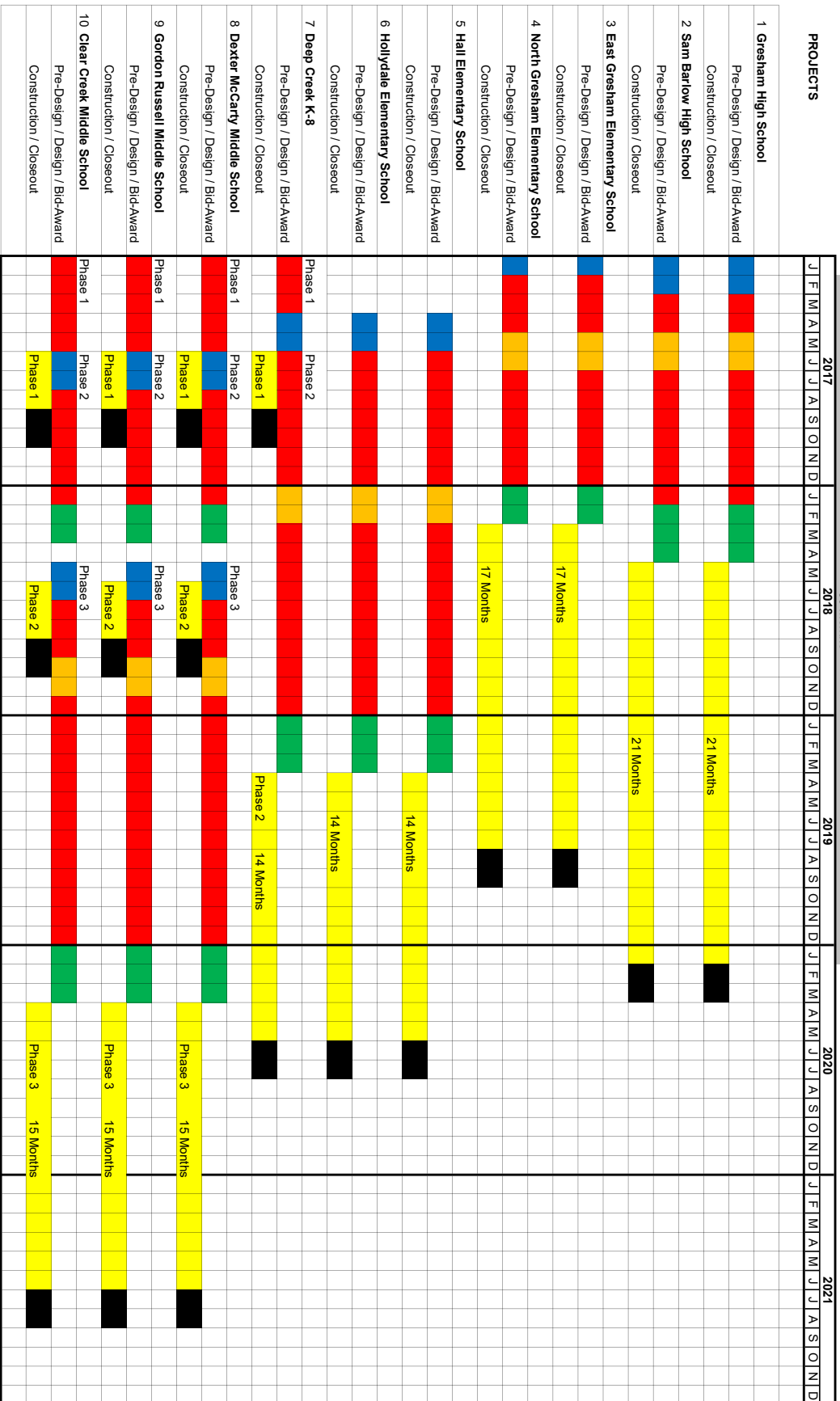
Mail and electronic newsletter
Bond Oversight Committee Report
Bond Financials Report

Annual

Annual report out to the community on bond progress

Large Project Schedule
 2016 Capital Improvement Program
 Gresham Barlow School District

DRAFT
 4/18/2017



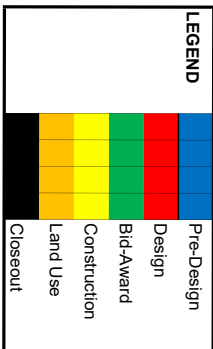
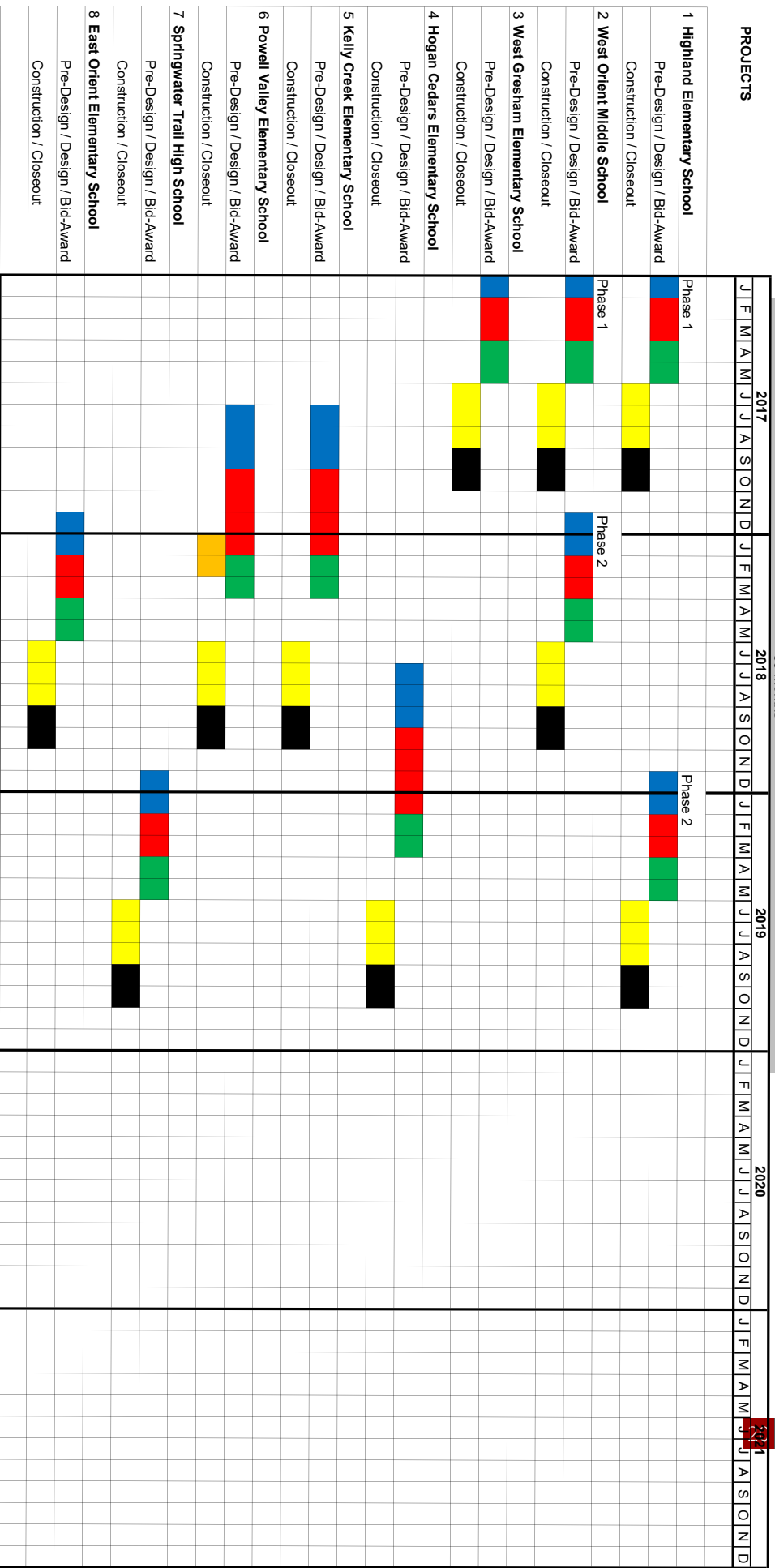
NOTES

1. FFE Projects may be district direct projects.
2. IT, Access Control, etc. projects may be district direct projects
3. An additional schedule will be issued for FFE, Playgrounds and Door Hardware projects.

Small Project Schedule
 2016 Capital Improvement Program
 Gresham Barlow School District

DRAFT
 4/18/2017

36 Months



NOTES

1. FFE Projects may be district direct projects.
2. IT, Access Control, etc. projects may be district direct projects.
3. An Additional schedule will be issued for FFE, Playground and Door Hardware Projects.