CENTENNIAL
SCHOOL DISTRICT 12
CONNECTING. ACHIEVING. PREPARING.

Communication Plan
for Referendum 2026

School Board Update
May 4, 2026

PRESENTERS:

- Krista Bergert, *Director of Public Information & Community Outreach*
- Susan Brott, *Senior Strategist, CESO Communications*

Referendum Communications

Our Role

- Inform and educate *(NOT advocate)*
- Clear, factual, consistent
- Build trust through transparency

Understanding the Roles

District (our role)

- Provide facts and information
- Explain the plan and questions
- Share financial details

Community (separate)

- Advocacy (Vote Yes / No)
- Organized campaigns

What We've Done So Far

PHASE 1

AWARENESS BUILDING

(Fall 2025 - Winter 2026)

- Introduce Centennial Forward
- Build awareness of needs

PHASE 2

REFINEMENT

(Winter - Spring 2026)

- Refine priorities
- Reflect community input

PHASE 3

INFORMATION PUSH

(May - November 2026)

- Explain referendum
- Provide clear voter information

Preparing for Launch

May 18

- Board action to place referendum questions on November ballot
  - Operating Levy
  - Bond



May 19

- Launch Referendum Communications
  - Clear explanation of both questions
  - Consistent, factual information
  - Community access to resources Organized campaigns

Communications Launch

What the Community Will See

- Website becomes referendum information hub
- Info cards and materials released
- Staff and schools aligned with messaging
- Ongoing updates and FAQs

What Will Be Communicated

What the Community Will <u>Understand</u>

- What each question funds
- Why it's being proposed now
- What it costs
- What happens if questions pass or not

Information Timeline

May - July	August - September	October	November
AWARENESS	**UNDERSTANDING**	**DECIDING**	**VOTE**
May - *Board action, communications launch, end-of-year information push* **June** - *Outreach, core materials available* **July -** *community events, reinforce "what & why"*	**August -** *BTS visibility, staff & family engagement, increased outreach* **Early September -** *costs & impacts explained, presentations, early voting awareness*	**Late September through October -** *Peak information period, mailers and reminders, early voting GOTV,*	**Nov. 1-3** - *Final reminders, Election Day Tuesday, Nov. 3*

***** Consistent messaging = all channels***

Website = source of facts

School Board Role

Board members should

- Stay informed
- Be visible
- Use consistent messaging
- Direct questions to official sources
- Avoid advocacy in meetings

Questions/Discussion



CENTENNIAL FORWARD
REFERENDUM 2026
ELECTION DAY: NOVEMBER 3