IT'S TIME
FOR COFFEE

linda
Your School Bond Passed, Now What?

Tips for Continuing the Communications Effort

Oregon School Boards Association
2020 Bonds, Ballots, and Buildings Conference

Presented by
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Wright Public Affairs

#YouWonNowWhat?
A Look at the Gresham-Barlow School District

• **Area Served:** 54 square miles/Communities of Gresham, Boring, Damascus, and Orient

• **Number of Schools:** 18
  10 Elementary Schools
  4 Middle Schools
  1 K-8 School
  3 High Schools
  District sponsors 4 charter schools

• **Student Enrollment:** 11,535
Our Students

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**DEMographics**

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Students</th>
<th>Teachers</th>
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<tbody>
<tr>
<td>American Indian/Alaska Native</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Asian</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Black/African American</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>29%</td>
<td>3%</td>
</tr>
<tr>
<td>Multiracial</td>
<td>6%</td>
<td>0%</td>
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<tr>
<td>Native Hawaiian/Pacific Islander</td>
<td>1%</td>
<td>1%</td>
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<tr>
<td>White</td>
<td>57%</td>
<td>90%</td>
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</table>
A Look at the Gresham-Barlow School District

Our Students

- 23% Ever English Learners
- 13% Students with Disabilities
- 16% Mobile Students
- 60 Languages Spoken
- 49% Free/Reduced Price Lunch
About the 2016 School Bond

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

Questions about the bond:

- Improve Safety and Security
- Relieve Crowded Classrooms
- Increase Access to Modern Technology
- Upgrade and Update Schools

Gresham-BarlowBond.org
About the 2016 School Bond

- Well-rounded communication plan
- Use of tried-and-true
- Strategic use of digital communications
School Bond Passed:

26-187: GRESHAM-BARLOW SCHOOL DISTRICT - BOND PROJECTS INCREASING SAFETY, TECHNOLOGY, EXPANDING EDUCATIONAL AND VOCATIONAL OPPORTUNITIES

<table>
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<th>22 OUT OF 22 PRECINCTS REPORTED</th>
<th>TOTAL VOTES</th>
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<tr>
<td>YES</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NO</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>YES</td>
<td></td>
<td>51.26%</td>
<td>17,255</td>
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<tr>
<td>NO</td>
<td></td>
<td>48.74%</td>
<td>16,405</td>
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Outcome

**20 Point Swing from 2013**

<table>
<thead>
<tr>
<th>2013 Results</th>
<th>2016 Results</th>
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<tbody>
<tr>
<td>YES - 40%</td>
<td>YES - 51%</td>
</tr>
<tr>
<td>NO - 60%</td>
<td>NO - 49%</td>
</tr>
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</table>
Effective Bond Communications is more than simply sending out photos of the latest concrete pour or beam raising. It’s about good storytelling and regular communication.
## Overview

### Components of excellent post bond communications

<table>
<thead>
<tr>
<th>★ Comprehensive Plan</th>
<th>★ Reaching All Stakeholders</th>
</tr>
</thead>
<tbody>
<tr>
<td>★ Consistent Branding</td>
<td>★ Reinforce Accountability</td>
</tr>
<tr>
<td>★ Dynamic Website</td>
<td>★ Culturally and Language Specific Communications</td>
</tr>
<tr>
<td>★ Strong Digital Presence</td>
<td>★ Eamed Media Plan</td>
</tr>
<tr>
<td>★ Great Storytelling</td>
<td>★ Dynamic Print Collateral</td>
</tr>
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Have a Plan
Communication Planning

★ Clarity of purpose
★ Audience definition
★ Ensure consistency
★ Smarter use of resources
★ Way to measure success
Budget

★ Covers direct and indirect costs of communications program
★ Ensure resources are properly managed and there are no surprises
★ Indirect and direct costs include:
  ○ Copy writing
  ○ Graphic design and Web design
  ○ Videography
  ○ Printing/Mail
  ○ Social media promotion
  ○ Event publicity
Stay on Point! - Consistent Branding

Key messages from 2016

- Improve Safety and Security
- Relieve Crowded Classrooms
- Increase Access to Modern Technology
- Upgrade and Update Schools
About the Bond

In November 2016, the voters of Gresham-Barlow School District approved a capital construction bond in the amount of $291.17 million. Additionally, the state of Oregon awarded the school district a capital construction grant of $8 million. This grant was only available upon successful passage of the bond measure.

School bond projects will increase student and staff safety, improve access to modern technology, and address chronic overcrowding through upgrades and updates made to schools and classrooms throughout the district.
Website - Dynamic, Update Often

Good:

Gresham-Barlow Bond: home
Websites

Best Practices & Lessons Learned

★ Buy/Use a Simple Domain
★ Invest in Design
★ Feature Projects
★ Use website as archive of public engagement story
★ Construction cams are rarely interesting
★ Contact info easily found
Social Media: What Works
• Uploaded the video to facebook

• Promoted it with a $30 buy
Social Media: What Works

- Targeted the promotion to any Facebook user who lives within the school district’s boundaries.
• Video reached 4800 people on facebook (for only $30!)
• 1600 watched the full video
Social Media: What Works

- $60 ad on Instagram reached 5,488 more people
- 15 new account followers
Lot of Gopher alums on today's tour. Thanks to the Gresham Chamber of Commerce for hosting the Try Local Tuesday tour of the renovations at GHS!

Gresham-Barlow SD
@greshamSchools

Demolition continues on the old Gresham High School auditorium. Crews will begin building a state of the art theater on the corner of Division and Main this fall. #GBBond

Thanks to Jordan for speaking at the groundbreaking ceremony today!
Mayor Shane Bemis Retweeted

Gresham-Barlow SD @greshamschools · Apr 10, 2019
Thanks to @akperera, @MayorShaneBemis, @Bremik_NW, @GreshamChamber, and the Hall community for joining us at the @Hall_Elementary groundbreaking ceremony this afternoon! Check out the district facebook page for more photos:

facebook.com/pg/greshambarl...

#BuildGBSD #GBBond
★ Bonds are more than buildings
★ Plan for the lag between passage and construction
★ Humanize the projects
★ Kids using the space
★ Turn possible problems into positives
Storytelling - Bonds are more than buildings
Storytelling - Before you break ground
Look for and highlight the people involved every step of the way.

“When the project is completed, it’s going to be such an emotional experience to show the community what we’ve built for them,” says Renee. “It’s been the honor of my career to give back to the community that gave so much to me.”

-Renée Alexander
Storytelling - Humanizing your school bond story
Storytelling - Humanizing your school bond story
Storytelling - Humanizing your school bond story
Storytelling - Humanizing your school bond story
"Being a GHS student has given me lots of opportunities that helped me decide that I want to be in construction management/engineering. Last summer I was able to do the Fortis Summer Internship here on the construction site and that gave me the extra push to finish my year strong."

Kevin Leon-Salazar  
Gresham High School  
___________  
Attending:  
Portland Community College
Storytelling - Humanizing your school bond story
Middle School Teachers Help Shape Tomorrow’s Classrooms

This November, middle school teachers, custodians and principals from across the Gresham-Barlow district attended a Furniture Fair held in the Deep Creek Elementary School building to check out the latest offerings in classroom furniture, and left the exhibit thrilled with the opportunities for enhanced learning.

Thanks to funding from last November’s bond, Gresham-Barlow School District is purchasing new classroom furniture to improve middle school classrooms for better educational outcomes. New tables, desks, chairs, and bookcases will be purchased for all four middle schools; Deep Creek K-8 will receive new furniture once they are moved into their to-be-remodeled facility.

Modern classrooms for a modern education

Recent research on the relationship between classroom design and educational outcomes has led to significant change over the past decade in the design of the tables, chairs, and desks schools are buying for their students. As teachers at Gresham-Barlow and across the nation increasingly design their lesson plans to optimize collaborative, team-based learning and kinetic activity, there’s a renewed focus on supplying classrooms with the flexible, mobile furniture that meets their instructional needs.

Throughout the furniture fair, teachers marvelled at the opportunities that these newly flexible and movable tables and chairs provide for enhanced learning and creative lesson plans.
“In any of our lessons in which we are investigating motion, we need more floor space. As a teacher, you want to be able to quickly push those tables out of the way. In the past, it’d sound like Chewbacca to push the those tables and chairs away,” O’Reilly shared with a chuckle.
New wood shop provides career education, life skills for Barlow students

Sam Barlow High School students returned to campus this fall to find numerous construction projects underway. Barlow’s renovated wood shop opened to students this semester, as part of the renovations to the Career and Technical Education (CTE) space.
Historic doors to return to Gresham High

Gresham High School students in 2020 will have access to a state-of-the-art building. The new school will have technology unthinkable to previous generations.

However, the new building will also contain historic elements from its past. Thanks to a former art teacher, the new building will feature an iconic set of hand-wrought iron doors first installed over 80 years ago.

The doors were created and installed in the late 1930s. They feature two faces sculpted with copper. The faces, one young and one elderly, represent the values of “youth” and “wisdom.”

Visit our school bond website to read more about these historic doors: www.Gresham-BarlowBond.org
Celebrating Your Work

★ Not just for Building Openings - celebrate smaller milestones
★ Building Openings - Invite Whole Community
★ Video Tells The Story - invest in production
Storytelling - Building Openings
Keys:

★ Keep it Simple
★ High Impact Photos
★ Use multiple sizes, format to keep it fresh
★ Center kids/students
★ Call out boxes
Reaching all stakeholders

- **Repeat, repeat, repeat** -
  - For Example:
    - Quarterly Newsletter Mailed
    - Email Quarterly Newsletter
    - Post Quarterly Newsletter on website
    - Post Quarterly Newsletter on Social Media
    - Post Individual Stories
Other Less Used Channels:

- School Based Signage
- Emails from Principals
- Catchment Area Mailers
- Targeted Digital Media
- Email Lists
- Partner Publications
Reaching all stakeholders - Culturally Responsive Communications

Progreso de la construcción relacionada con las renovaciones importantes de los campus a lo largo del distrito

1. Gresham High School
   - Se inaugurarán 53 salones de clase nuevos este otoño, incluyendo 8 salones de ciencias
   - Se inaugurará un nuevo coro, un nuevo teatro estilo caja negra y un nuevo taller de reparación de carrocerías de automóviles este otoño
   - Se inaugurará un nuevo auditorio este invierno

2. Hall Elementary
   - Eliminar el uso de portátiles a través de la ampliación de la capacidad
   - Ceraduras con cierre interior para las puertas de todos los salones
   - Entrada principal segura y modificaciones a las oficinas
   - La finalización de la construcción está programada para el invierno de 2020
Accountability

★ Form and highlight Oversight Committee
★ Promises Kept
★ Third party validators
Accountability

Project Progress Reports

- Gresham High School
- Sam Barlow High School
- North Gresham Elementary School
- East Gresham Elementary School

Bond Oversight Committee Launches!

Bond oversight committee made up of Gresham-Barlow community members holds first meeting

*Focus of their work: To ensure bond dollars are spent as voters intended*

The Bond Oversight committee conducted their inaugural meeting in September to complete their first quarterly review of the Gresham-Barlow School District Bond Measure 26-187.

The 11 BOC members are Gresham-Barlow community members with a variety of experience and interest in ensuring bond dollars are spent as approved by the voters.

At each quarterly meeting, committee members will review project improvements, monitor spending, and monitor schedules. They also consider and recommend project modifications if inflationary increases in construction costs exceed current budget estimates.
Local businesses thrive with Gresham-Barlow’s investment in schools

The Gresham-Barlow School District is taking additional steps to ensure the local community receives the maximum economic benefit from the 2016 school bond. An investment in Gresham’s schools is an investment in Gresham’s local economy. Every dollar spent on modernized classrooms makes our community a more desirable place to live and spurs the local economy.

“The funds of this bond are coming from the constituents of the district, and every time they can keep the money in the district it helps the local economy that much more,” said Trevor Deluca, a Gresham High School Alum (’06) and an employee of Bremik, the General Contractor for the North Gresham Elementary School. “As the general contractor, we end up being the general gatekeeper of that, and we want to do everything we can to support local businesses and our community.”

“Mike Schofield, Gresham-Barlow’s Chief Financial Officer, receiving “Try Local” award.

“Out school bond project teams are committed to hiring local contractors.

2018 Groundbreaking Events

✓ East Gresham Elementary
  March 21, 2018 | 2:2:30 PM
  900 SE 5th St.
  Gresham, OR 97080

✓ Gresham High School
  April 4, 2018 | 9:00 AM
  1200 N Main Ave.
  Gresham, OR 97030

✓ North Gresham Elementary
Roadblocks
Roadblocks

Common Roadblocks

- Community wants a say in renovating historic buildings or in building design
- Land use/permitting issues
- Educators/Staff object to plans
- Elected officials suddenly become very interested in your projects
- Construction culture
Roadblocks Example: Renovating historic high school

Save Pocatello High School
@stevenrobertmccurdy

Save Pocatello High School
July 6 at 1:49 PM

Idaho State Journal
July 4 at 2:53 PM

The Historic Preservation Commission questioned why it wasn’t provided floor plans from School District 25 for the second phase of the Pocatello High renovations, as the commission was told that the floor plans would have an effect on the exterior design.

IDAHOSTATEJOURNAL.COM
City historic commission rejects second phase of Pocatello High School renovations

7
Gresham High School has served neighborhood students and families for over one hundred years, and remains a cherished institution of the broader Gresham community. The passage of last November's bond package provides an opportunity for the community to envision a new Gresham High School.

The visioning process to redesign a building that sits prominently at the entrance to downtown Gresham involved community members, architects, teachers, parents and local business owners. "It was really important to the district to make sure that everyone had an opportunity to weigh in on the design," GHS Principal Michael Schaefer said. "Public schools serve as community centers, and this project is a significant community investment that will serve generations to come."

"In the end, I'm happy that we were able to incorporate elements of the..."
Roadblocks Example: Renovating historic high school

City approves design for Gresham High

Teresa Carson  Tuesday, November 07, 2017

Gresham High School historic facade will be honored but not saved in new design.
Roadblocks Example: Renovating historic high school

“The muses tie together the past and the future of the school. They serve as a reminder of the many generations that have graduation from GHS.”

-Superintendent Katrise Perera
Roadblocks: Construction Industry

Construction culture is different

[Image of Homer Simpson saying 'NOT MY JOB!']
Wrap-up

- Plan
- Brand
- Humanize - No Concrete Pours
- Tell a Story
- Repeat Early and Often
- Use all Comms Channels
- Expect Roadblocks - Get Ahead of Them
- Invest in Your Celebrations
It’s All About the Kids
Thank You

For more information:

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