



Discover a World of Opportunity™

BOC Meeting January 2018

Bond and Mill Levy 2016



Discover a World of Opportunity™

COMMUNICATIONS UPDATE January 2018

Bond and Mill Levy 2016



UPDATES

Proactive media event:

- DSISD, Thursday, Feb. 1 at 10 a.m.
- All Bond Oversight Committee members are welcome

Website updates:

- Highlighting one year of work
- Aligning school project pages
- Updating school project information

Strategic communications plan:

- Presented to partner teams on Jan. 18

STRATEGY #1

Evaluate and strengthen internal communications processes between project managers, school leaders and teachers.

Tactics:

- Intake interviews with Project Managers (PMs)
- Toolkit for PMs, including:
 - Templates for communications with school leaders
 - FAQs on communications protocols
 - Best practices guide
- Construction Advisory Notice (CAN) process and format update
- Communications training for PMs (if needed)

STRATEGY #2

Inform and engage our families of ongoing bond and mill levy investments in their schools, communicating the practical project updates and how these improvements are impacting their students' learning experience.

Tactics:

- **School toolkits**
 - Template website copy
 - Social media posts
 - Newsletter content
 - One-pager templates for updates, highlights, process and timeline
 - Principal letters
- **Proactive media**
 - Community newspaper spotlight stories
- **Postcard campaign**
 - 2-5 high profile projects
- **Preview to the summer-mini campaign**
 - Expected work over the summer
 - Wrap-up of school year progress

STRATEGY #3

Reach voters and taxpayers through community specific outreach efforts that communicate the impact of bond and mill levy funding in their neighborhood schools.

Tactics:

- **Community newspaper articles:**
 - Focus on school bond project impact in community
 - Life on Capitol Hill
 - Wash Park Profile
 - Front Porch Stapleton
 - Greater Park Hill Community
 - La Voz
- **Board district specific Bond program updates:**
 - Biannual updates for each board member on projects completed in their district and districtwide
 - Community-facing collateral

STRATEGY #4

Leverage Bond Oversight Committee members as messengers of bond progress and value across the Denver community.

Tactics:

- Community specific collateral:
 - One-pager
 - Postcards
 - PowerPoint
- Talking points
- Working group:
 - Message development
 - Strategic approach to outreach
- Communications workshop (if needed)



FEEDBACK

To share your feedback and ideas, please email:

Maureen Wolsborn

Bond and Mill Levy Communications Specialist

[Maureen Wolsborn@ddpsk12.org](mailto:Maureen.Wolsborn@ddpsk12.org)

Bond Oversight Committee Responsibilities

The following role/responsibility for the committee was adopted by the Board of Education along with the formal Bond and Mill Levy ballot resolution

<p>Mission</p>	<ul style="list-style-type: none"> ▪ To maintain and expand community relationships and involvement while ensuring that general obligation bond money and mill levy money is spent as intended and represented to the voters
<p>Appointment</p>	<ul style="list-style-type: none"> ▪ Each committee will contain one Board of Education member, serving in an ex-officio capacity ▪ 7 members will be Board-recommended using a consensus opinion ▪ Remaining members will be named by the Superintendent. These members will be approved by the Board of Education ▪ Membership considerations will include geographic and ethnic diversity as well as knowledge continuity from the CPAC group and 2012 oversight committees
<p>Term of Service</p>	<ul style="list-style-type: none"> ▪ Committee members will be staggered with two and three-year terms ▪ If members are unable to attend 75% of meetings, they may be removed from the committee
<p>Bond Committee Responsibilities</p>	<ul style="list-style-type: none"> ▪ Monitor the progress of 2016 Bond commitments ▪ Provide advice on changes to the original project list approved by the Board of Education ▪ Review and advise on DPS recommendations for use of bond savings ▪ Review and advise on DPS recommendations for project removals or changes
<p>Board Updates</p>	<ul style="list-style-type: none"> ▪ Board members serving on each committee will provide the remaining Board Members with updates ▪ Bond Oversight Committee will provide semi-annual updates to the Board of Education summarizing the use of bond funds

Bond Oversight Committee Responsibilities

The following role/responsibility for the committee was adopted by the Board of Education along with the formal Bond and Mill Levy ballot resolution

Mission	<ul style="list-style-type: none">▪ To maintain and expand community relationships and involvement while ensuring that general obligation bond money and mill levy money is spent as intended and represented to the voters
Bond Committee Responsibilities	<ul style="list-style-type: none">▪ Monitor the progress of 2016 Bond commitments▪ Provide advice on changes to the original project list approved by the Board of Education▪ Review and advise on DPS recommendations for use of bond savings▪ Review and advise on DPS recommendations for project removals or changes



Roles and Responsibilities Conversation

Anne's comments

- Please split into groups of 3-4
- Given the roles and responsibilities outlined by the BOE, on a scale of 1-5 (5 being high), how would rate the overall effectiveness of the BOC in fulfilling its duties?
- On the following page there is a Start, Stop, Continue, Change matrix. Please fill out within your groups using the roles and the Review Schedule as a guide

Review Schedule

		How often to review	Best time of year to review	BOC Role (Oversight, recommendations, consulting)
Maintenance (\$252M)	Priority 1 Opportunities [Sam Miller]		NA	
	Sustainability	1x per 2 years	NA	Oversight
	Heat Mitigation [Brady Ware]	2x per year	Spring and Fall	
New Capacity (\$142M)	Project	2x per year	Winter (SRA) and Summer (construction)	Oversight
Quality Learning Environment (\$108M)	Ed Suitability Invstmnts (\$39.9M) [Kristy, Liz]	1X per year	NA	Oversight
	Innovative Classroom Upgrades (\$20.6M) [Troy Garner]	2x per round/year	Winter and Summer	Oversight
	Focused Invstmnts (\$42.6M) [Liz Mendez, Kristy]	2x per year	Spring (prioritized scopes) and Fall (completed projects)	Oversight
	Youth Career Pathways Exp (\$5.3M) [Kristy Sawyer]	1x every 2 years	NA	Oversight

		How often to review	Best time of year to review	BOC Role
	Personalized Learning & Great Teachers in Every Classroom (\$37.3M) [Kirk Anderson] [Cheri Wrench] Student Safety & Improved Services for Families (\$5.1M)	1x per year	NA	Oversight
	IT Infrastructure, Operations Efficiencies & Internal Customer Service Improvements (\$27.6M) [Alex Sunds]	1x per 2 years	NA	Oversight
	Technology and Safety (\$70M)	1x per year	NA	Oversight
Financial Update		2x per year with additional off-line updates as interested	Spring and Fall	Oversight
Premium		4-5 concurrent months - takes precedence over other items	ASAP	Recommendations



Reflection on Mission and Responsibilities

Effectiveness: _____

START		STOP	
CONTINUE		CHANGE	



Roles and Responsibilities

Conversation Continued

- One person from each small group share out with whole group
- Return to small groups and zero in on the Start quadrant. Let's focus on this section and think about what the implications of doing these "Start" items are and what would that look like for our committee. Get as specific as you can – how often, how much time, who is involved .
- Put ideas on chart paper for whole group to look at gallery-walk style



Roles and Responsibilities

Conversation Continued

- Gallery walk to look at posters
- Please write your name on posters next to start items you are willing to lend your time and energy to.