

Communication Action Plan

Bond Issue 2018

Goal:

- Win by 60% or better a \$109.9 million school bond election by providing factual information to all target audiences.

Situational Analysis:

- Recent school shooting in Florida has caused additional concern about school safety.
 - Still have 5 schools without a controlled access entrance
- Local School District passed Levy Overrides to increase tax levy
 - Millard & Westside
- Local School Districts going for Bond Issues
 - OPS – 409.9 million – on the May primary – includes 2 high schools
 - Elkhorn – 149.6 million – special election in March – includes 1 high school
 - Bennington – 36.6 million – special election in March
 - As PLCS expands our high schools making them larger, neighboring school districts are building additional high schools to make them smaller.
- Turmoil in the community on if the pool should or should not be included on the bond issue.
 - Community efforts to build pools make PLCS decision uncertain
 - City of Papillion community center pool is not competition size
 - La Vista Sports Complex unclear if funding will be available to include a pool.
- Historically, PLCS has had a bond issue every 5-6 years. The last bond issue was in 2012 and the next one is projected to be in 2023.

Objectives:

- Develop a bond proposal that the majority of the registered voters can strongly support.
- Utilize research to drive the overall communication efforts.
- Create awareness about the bond proposal throughout the community so registered voters support the proposal in May.
- Inform the community of key points in the bond issue and secure 6,437 yes votes.
- Build knowledge of employees so they understand the need of the bond issue and will be able to answer commonly asked questions.
- Increase the voter turnout in PLCS for the primary election by 5%.
- Increase the number of absentee voters to 2,500.

Key messages:

- Continue the Greatness, It's in Your Hands. Vote on or before May 15
 - Improve Safety and Security
 - Closing all remaining open classrooms throughout the entire school district. All classrooms or classroom areas will have doors with locks.
 - Establishing line of sight from the office to the front door in all schools.
 - Continue security enhancements by adding controlled access entryway to 7 additional schools.
 - Serve a growing student population
 - Within the next 5 years, 200+ middle school students at Liberty Middle School, 960+ elementary students and 558+ high school students.
 - Expand current high schools to include a 9th grade wing, a flexible learning space for fine arts and additional PE classroom space. The expansion will include 40 additional classrooms.
 - At max build-out high school enrollment will be near 6,000 students. Which is 2 high schools of 3,000 students each or 3 high schools of 2,000 students. We know that our high schools need to be built to the capacity of 2,000.
 - Expand Liberty Middle School for an additional 250-300 students, taking the new capacity equal to the other two middle schools at 750-800 students. Liberty Middle School was master planned for this addition.
 - Expand current elementary schools and build a new elementary school.
 - Purchase future school sites while space is available.
 - Enhance Greatness
 - Update older schools to standard of greatness. This would include expanding smaller sized classrooms to match the physical size of newer schools.
 - Enhancing educational opportunities for students particularly in the area of skill and technical trades and STEM programming.
 - Improve technology infrastructure to increase the speed and reliability of district technology at all schools.
 - Vote May 15
 - It's in Your Hands
 - It is important for all staff, parents and community member to help the District share factual information so all voters can be informed.
 - Complete Absentee Ballot

General Strategies:

- Provide clear consistent messages to all target audiences.
- Reach all registered voters a minimum of 3 times using a variety of communication avenues.
- Reach all parents a minimum of 7 times using a variety of communication avenues.
- Focus on face to face meetings and opportunities to provide factual information.
- Saturation and repetition of message
- Utilize district and school social media platforms and networks to drive engagement.
- Tell stories that communicate our messages using video.

Communication Action Plan Bond Issue

Communication Steps: General Informational Campaign

Target Audience	Tactics	Responsibility	Time Line	Completed?	Budget
Community Members, Parents and Employees	<ul style="list-style-type: none"> Direct mail to all residents – Postcard. Sharing key talking points and information about meeting dates 	Stacy	Hit homes by mid-March	Yes March 15	\$2,794.32 Postage: \$2,486.63
	<ul style="list-style-type: none"> Direct mail to all residents – Informational Brochure. Sharing key talking points 	Stacy	Hit homes by mid-April	Yes April 16	\$4,054.27 Postage: \$2,486.63
	<ul style="list-style-type: none"> Direct mail to frequent voters over 55. Sharing key talking points and meeting dates 	Stacy	Hit homes week prior to each meeting	Yes March 13 – April 20	\$386.06 Postage: \$1,261.92
	<ul style="list-style-type: none"> Letter and follow-up email to business partners asking for their help displaying information <ul style="list-style-type: none"> Table Tents Newsletter Inserts Brochures 	Stacy	End of March	Yes Letter sent on March 26	Letter: \$2.10 Postage: \$72.00 Table Tent: \$9.00
	Web Page <ul style="list-style-type: none"> Create a bond issue section on the web. Update facts as needed. Include area for comments or questions. Include area of video series. 	Stacy	March – May 15	Yes	None
	Distribution of information brochures at all meetings	Communications Department	March – May 15	Yes March 19 – April 30	\$837.50
	Use informational videos to play at soccer games and track meets at the District Stadium via the video board (Ran a total of 9 videos with 2 videos at each game/meet)	Chase	March – April	Yes March 26 – April 30	None
	Key Communicators <ul style="list-style-type: none"> Share information via key communicator list 	Communications Department	March - May	Some Only Vote information	None
Parents	Community Connection <ul style="list-style-type: none"> Run key talking points and importance to vote 	Stacy	April and May	Yes	None
	Parent Newsletter (Communication Update)	Stacy	March – May	Yes March 7, 23, 29 April 4	None
Employees	Staff Newsletter (Tuesday's Tidbits)	Stacy	February - May	Yes Weekly from February 27 – May 15	None
	Administrative discussion about progress and plans for bond communication	Annette	March – May	Yes	None

Evaluation

- Bond Issue Website
 - Total visits on the main bond issue web page (www.plcschools.org/BondIssue) – 2,292
 - Total visits on all pages throughout the bond issue website – 3,918

Communication Steps: Social Media Informational Campaign

Philosophy:

- Use social media to communicate key talking points, meeting dates and the need to vote. The need to vote includes general voter information, registration deadlines and go vote.
- Use social media to gauge the perception of the community by monitoring comments and visitor posts.
- Respond when questions need to be answered or to clarify information.
- Do not engage in negativity.
- Research and utilize the Facebook algorithm to maximize each post
 - LIVE video = King, Video = Queen, Images = Prince, Text with a Link = Princess, Text Only = Jester
 - Utilize engagement (Love’s and shares) to increase visibility

Target Audience	Tactics	Responsibility	Time Line	Completed?	Budget
Community Members, Parents and Employees	<ul style="list-style-type: none"> • Create a Facebook Group “Let’s Talk PLC Schools Bond” (Reasoning: This way the District can post in the group as the District page and not as an individual and to help with the algorithm of Facebook) 	Communications Department	December 4	Yes	None
	<ul style="list-style-type: none"> • Use video to tell the story of the bond issue <ul style="list-style-type: none"> ○ 10 videos in total focusing around the 3 talking points 	Chase	March 12 – May 14	Yes	None
	<ul style="list-style-type: none"> • Facebook video “Growing a student population – Map” 	Chase	March 12 (R: 4,203 V: 2,622) April 19 (R: 1,499 V: 387) May 12 (R: 4,142 V: 1,300)	Yes	None
	<ul style="list-style-type: none"> • Facebook video “Growing a student population – New Elementary” 	Chase	March 13 (R: 4,714 V: 2,160) April 9 (R: 1,264 V: 410)	Yes	None
	<ul style="list-style-type: none"> • Facebook video “Enhancing Greatness – STEM/Skills and Technical Trades 	Chase	March 16 (R: 6,669 V: 2,495) April 16 (R: 1,554 V: 367) May 11 (R: 3,918 V: 1,068)	Yes	None
	<ul style="list-style-type: none"> • Facebook video “Bond Overview” 	Chase	March 20 (R: 6,149 V: 2,246) April 21 (R: 1,243 V: 405)	Yes	None
	<ul style="list-style-type: none"> • Facebook video “Safety and Security – Closing Open Classrooms” 	Chase	March 22 (R: 1,988 V: 695) March 30 (R: 7,441 V: 2,879) May 10 (R: 4,869 V: 1,688)	Yes	None

	<ul style="list-style-type: none"> Facebook video “Enhancing Greatness – High School Expansions (teacher on a cart)” 	Chase	March 28 (R: 9,616 V: 5,999) April 23 (R: 5,299 V: 2,224) May 14 (R: 3,751 V: 1,146)	Yes	None
	<ul style="list-style-type: none"> Facebook video “Safety and Security – Controlled Access Entrance” Boosted 	Chase	March 29 (B) (R: 14,503 V: 10,344) April 29 (R: 4,357 V: 1,774) May 14 (R: 4,196 V: 1,271)	Yes	\$50
	<ul style="list-style-type: none"> Facebook video “Growing a student population – Liberty Expansion” 	Chase	April 2 (R: 5,388 V: 2, 232)	Yes	None
	<ul style="list-style-type: none"> Facebook video “Enhancing Greatness – Technology Infrastructure 	Chase	April 4 (R: 1,528 V: 416)	Yes	None
	<ul style="list-style-type: none"> Facebook video “Enhancing Greatness” 	Chase	April 6 (R: 2,219 V: 655)	Yes	None

Evaluation

- Facebook Group
 - Total number of members: 476
 - Mainly negative members: 9
- Facebook Videos
 - Total Reached: 100,510 people
 - Total Views: 44,783
 - Total Unique Viewers: 35,204

Communication Steps: Promoting Facebook LIVE at Lunch

Target Audience	Tactics	Responsibility	Time Line	Completed?	Budget
Parents	<ul style="list-style-type: none"> Messages in district parent newsletter (Communication Update) 	Stacy	Sent on March 29 th and April 4 th	Yes	None
Community Members/ Parents	<ul style="list-style-type: none"> Facebook posts with an image on the District Facebook page and school pages (Using Blackboard) 	Stacy, Chase	Two days before and 2 hours before for each event	Yes	None
	<ul style="list-style-type: none"> Website – Announcement on the front page of the District website 	Stacy	March 20	Yes	None
Employees	<ul style="list-style-type: none"> Messages in the staff newsletter (Tuesday’s Tidbits) 	Stacy	Weekly starting on March 27 th – April 10	Yes	None

Communication Steps: Facebook LIVE at Lunch on District Facebook Page

Target Audience	Tactics	Responsibility	Time Line	Completed?	Budget
Community Members, Parents and Staff	<ul style="list-style-type: none"> Facebook LIVE at Lunch – March 27 Topic – Safety and Security Boosted 	Communications Department	March 27 at 12 p.m.	Yes	\$17.44
	<ul style="list-style-type: none"> Facebook LIVE at Lunch – April 4 Topic – Serving a Growing Student Population 	Communications Department	April 4 at 12 p.m.	Yes	None
	<ul style="list-style-type: none"> Facebook LIVE at Lunch – April 12 Topic – Enhancing Greatness 	Communications Department	April 12 at 12 p.m.	Yes	None
	<ul style="list-style-type: none"> Facebook LIVE at Lunch – May 1 Topic – Importance of Voting 	Communications Department	May 1 at 12 p.m.	Yes	None

Evaluation

- March 27 (**Boosted**)
 - Promo (2 days before) – Reached 6,793 people
 - Promo (2 hours before) – Reached 6,275 people
 - Reached 2,993 people and 2,900 views
 - 36 people watched it LIVE
 - Total Reactions – 100 (24 comments)
- April 4
 - Promo (2 days before) – Reached 4,126 people
 - Promo (2 hours before) – Reached 2,993 people
 - Reached 2,127 people and 845 views
 - 23 people watched it LIVE
 - Total Reactions – 44 (15 comments)
- April 12
 - Promo (2 days before) – Reached 7,014 people
 - Promo (2 hours before) – Reached 3,559 people
 - Reached 1,436 people and 788 views
 - 10 people watched it LIVE
 - Total Reactions – 34 (3 comments)
- May 1
 - Promo (2 days before) – Reached 6,536 people
 - Promo (2 hours before) – Reached 1,414 people
 - Reached 1,048 people and 622 views
 - 17 people watched it LIVE
 - Total Reactions – 31 (2 comments)

TOTALS: Promo 2 Days before – 24,655 people reached
Promo 2 Hours before – 14,291 people reached

Communication Steps: Promoting Facebook LIVE

Target Audience	Tactics	Responsibility	Time Line	Completed?	Budget
Parents	<ul style="list-style-type: none"> Messages in district parent newsletter (Communication Update) 	Stacy	Sent on March 29 th and April 4 th	Yes	None
	<ul style="list-style-type: none"> Flyers inserted into the April edition of the Community Connection 	Stacy	Sent the first week of April	Yes	None
	<ul style="list-style-type: none"> Email and text message to all parents 	Annette	Email the night before and text message the day of	Yes	None
Community Members/ Parents	<ul style="list-style-type: none"> Facebook posts with an image on the District Facebook 	Stacy, Chase	April 16	Yes	None
	<ul style="list-style-type: none"> Facebook event that was published on the District Facebook 	Chase	April 16	Yes	None
	<ul style="list-style-type: none"> Facebook post with a promo video on District Facebook and shared to all other pages Boosted 	Chase	April 16-17	Yes	\$30.26
	<ul style="list-style-type: none"> Website – Announcement on the front page of the District website 	Stacy	April 3	Yes	None
	<ul style="list-style-type: none"> Website – List of all meetings on the bond issue page on the district site 	Stacy	April 3	Yes	None
	<ul style="list-style-type: none"> Email to Key Communicators 	Annette	April 16	Yes	None
	<ul style="list-style-type: none"> Email to neighborhood chairs asking them to share the information 	Annette	April 16	Yes	None
	Employees	<ul style="list-style-type: none"> Messages in the staff newsletter (Tuesday's Tidbits) 	Stacy	Weekly starting on April 3 - 17	Yes
<ul style="list-style-type: none"> Text message to all staff members 		Annette	April 17 at 6:50 p.m.	Yes	None

Communication Steps: Facebook LIVE on April 17 at 7 p.m. on the District Facebook Page

Target Audience	Tactics	Responsibility	Time Line	Completed?	Budget
Community Members, Parents and Staff	<ul style="list-style-type: none"> Facebook LIVE 	Communications Department & Superintendents	April 17 at 7 p.m.	Yes	None

Evaluation

- Facebook Promotions
 - Post – April 16
 - Reached 3, 370 people
 - Event – April 16
 - Reached 667 people
 - Video – April 16
 - Reached 7,163 people and 2,068 views
- Facebook LIVE
 - 3,284 People Reached
 - 2,000 Views
 - 1,597 Unique Viewers
 - 76 Peak Live Viewers
 - 153 Reactions
 - Including 69 comments

Communication Steps: Promotion of Neighborhood Q & A Presentations

Target Audience	Tactics	Responsibility	Time Line	Completed?	Budget
Parents	<ul style="list-style-type: none"> • Flyers Home with each student the day before each meeting 	Stacy	As Needed	Yes	\$110.88
	<ul style="list-style-type: none"> • Email and text message to all parents 	Annette	Week before and the night before each meeting	Yes	None
	<ul style="list-style-type: none"> • Messages in school newsletters 	Building Secretaries	Week before each meeting	Some	None
Community Members and Parents	<ul style="list-style-type: none"> • Direct mail piece to frequent voters over the age of 55 in each area 	Stacy	Hit homes a week before each meeting	Yes	\$386.06 Postage: \$1,261.92
	<ul style="list-style-type: none"> • Next door – post each meeting 	Chase	The week before each meeting	No - school district posts not allowed	None
	<ul style="list-style-type: none"> • Neighborhood Associations – Share information about each meeting 	Chase	The week before each meeting	No	None
	<ul style="list-style-type: none"> • Website – List of all meetings on the bond issue page on the district site 	Stacy	March 20	Yes	None
	<ul style="list-style-type: none"> • Website – Announcement on the front page of each school's website 	Stacy	March 20	Yes	None

	<ul style="list-style-type: none"> Calendar – Create an event for each meeting on their school calendar 	Building Secretaries	The week before each meeting	Some	None
	<ul style="list-style-type: none"> Facebook events created for each meeting on that school's page 	Chase	March 16	Yes	None
	<ul style="list-style-type: none"> Facebook posts with the image of the flyer posted on each page 	Stacy, Chase	Week before and the day before each meeting	Yes	None

Communication Steps: Neighborhood Q & A Presentations

Each presentation was held at an elementary school and hosted by a central office administrator. Presentations were either held as part of a PTO meeting or on their own. Each meeting was also broadcasted via Facebook LIVE on each schools' Facebook page.

Target Audience	Tactics	Responsibility	Time Line	Completed?	Budget
Community Members, Parents and Staff	<ul style="list-style-type: none"> Neighborhood presentations at each elementary school 	CO Admin	March 19 – April 30 Complete schedule in the binder	Yes	None
	<ul style="list-style-type: none"> Facebook LIVE on each schools' page during the presentation <ul style="list-style-type: none"> Was NOT live at Tara Heights, Prairie Queen and Golden Hills 	Communications Department	March 19 – April 30	Yes	None

Evaluation:

- Fifteen neighborhood presentations held.
 - 121 people attended in person
 - Facebook
 - 97 Peak Live Viewers
 - 6,401 People Reached
 - 3,613 Views
 - 3,341 Unique Viewers

Communication Steps: Promotion of Community Q & A Event

Target Audience	Tactics	Responsibility	Time Line	Completed?	Budget
Parents	<ul style="list-style-type: none"> Messages in school newsletters 	Building Secretaries	Week before each meeting	Some	None
	<ul style="list-style-type: none"> Messages in district parent newsletter (Communication Update) 	Stacy	Sent on March 29 th and April 4 th	Yes	None
	<ul style="list-style-type: none"> Flyers inserted into the April edition of the Community Connection 	Stacy	Sent the first week of April	Yes	None

Community Members/ Parents	<ul style="list-style-type: none"> Postcard mailing to all homes 	Stacy	Hit homes on March 15	Yes	\$2,794.32
	<ul style="list-style-type: none"> Run a list of both community meetings on Papio Vision 	Chase	The week before each meeting	Yes	None
	<ul style="list-style-type: none"> Next door – post each meeting 	Chase	The week before each meeting	No - school district posts not allowed	None
	<ul style="list-style-type: none"> Neighborhood Associations – Share information about each meeting 	Chase	The week before each meeting	No	None
	<ul style="list-style-type: none"> Website – List of all meetings on the bond issue page on the district site 	Stacy	March 20	Yes	None
	<ul style="list-style-type: none"> Website – Announcement on the front page of each school's website 	Stacy	March 20	Yes	None
	<ul style="list-style-type: none"> Calendar – Create an event for each meeting on the District calendar 	Stacy	The week before each meeting	Yes	None
	<ul style="list-style-type: none"> Facebook events created for each meeting on the District page and school pages 	Chase	March 16	Yes	None
	<ul style="list-style-type: none"> Facebook post on district page for the community presentation on April 10 – boosted post 	Chase	April 6 th Boosted from 4/6 – 4/10	Yes	\$25
	<ul style="list-style-type: none"> Facebook post on district page for the community presentation on April 19 – boosted post 	Chase	April 16 th Boosted from 4/16 – 4/19	Yes	\$30
	<ul style="list-style-type: none"> Media – stories to promote and/or cover community meetings 	Chase	April 8 - 19	Yes	None
Employees	<ul style="list-style-type: none"> Announcements in staff newsletter 	Stacy	Ran weekly starting on March 27 th	Yes	None

Communication Steps: Community Q & A Event

We held two community Q & A events, one at each high school. These events were set up in the cafeteria with different stations regarding the bond proposal. Each station was had administrators at it to explain and answer questions.

Target Audience	Tactics	Responsibility	Time Line	Completed?	Budget
Community Members, Parents and Staff	<ul style="list-style-type: none"> Community Q & A events held at each high school 	Administrators	April 10 and April 19	Yes	None

Evaluation:

- Two community Q & A events held.
 - 22 people attended between both community events
- Facebook boosted posts
 - April 6th post for the event on April 10
 - Reached 7, 740 people
 - April 16th post for the event on April 19
 - Reached 5, 546 people

Communication Steps: Promotion of Discovery Tours on April 13 & 27

Target Audience	Tactics	Responsibility	Time Line	Completed?	Budget
Parents	<ul style="list-style-type: none"> • Message in district parent newsletter (Communication Update) 	Stacy	Sent on April 4th	Yes	None
	<ul style="list-style-type: none"> • Email sent to all parents inviting them to attend 	Stacy	April 9, 11 and 23	Yes	None

Communication Steps: Discovery Tours

Target Audience	Tactics	Responsibility	Time Line	Completed?	Budget
Parents	<ul style="list-style-type: none"> • Took a group of parents on a tour through Carriage, Liberty and PLHS. 8 parents attended 	Communications Department and Superintendents	April 13	Yes	\$149.26 \$
	<ul style="list-style-type: none"> • Took a group of parents on a tour through Carriage, Liberty and PLSHS. 8 Parents attended 	Communications Department and Superintendents	April 27	Yes	\$158.02 \$

Evaluation

- Had a total of 16 parents attend the discovery tours.
- Responses from attendees on a 2-question survey about the tour.

Communication Steps: Advisory Groups & Retired Community Presentations

Target Audience	Tactics	Responsibility	Time Line	Completed?	Budget
Parents	<ul style="list-style-type: none"> • PTO Leaders 10 people 	Dr. Rikli and Annette	April 12 at 6 p.m.	Yes	None

Students	<ul style="list-style-type: none"> Student 16 students 	Dr. Rikli and Annette	March 29 at 12 p.m.	Yes	None
Community Members/ Parents	<ul style="list-style-type: none"> Elected Officials/Business Leaders 35 people 	Dr. Rikli and Annette	April 19 at 11:30 a.m.	Yes	None
	<ul style="list-style-type: none"> Retired Administrators 15 people 	Dr. Rikli and Annette	April 26 at 10 a.m.	Yes	None
	<ul style="list-style-type: none"> Panera Bread Group 30 people 	Dr. Rikli and Annette		Yes	None
	<ul style="list-style-type: none"> Burger King Group 	Dr. Rikli and Annette		Yes	None
	<ul style="list-style-type: none"> McDonald's Group 	Dr. Rikli and Annette		Yes	None
	<ul style="list-style-type: none"> City of La Vista Senior Center 35 people 	Dr. Rikli and Annette	March 28 at 12 p.m.	Yes	None
	<ul style="list-style-type: none"> Trinity Lutheran Senior Center 12 people 	Dr. Rikli and Annette	April 24 at 2 p.m.	Yes	None
	<ul style="list-style-type: none"> Optimist Club 10 people 	Dr. Schwartz	April 19 at 12 p.m.	Yes	None
Employees	<ul style="list-style-type: none"> Certified Staff 20 people 	Dr. Rikli and Annette	April 3 at 3:45 p.m.	Yes	None
	<ul style="list-style-type: none"> Classified Staff 20 people 	Dr. Rikli and Annette	April 3 at 2 p.m.	Yes	None

Evaluation

- Reached a total of 203 people
- 12 different mtgs

Communication Steps: Staff Presentations

Target Audience	Tactics	Responsibility	Time Line	Completed?	Budget
Employees	<ul style="list-style-type: none"> Staff presentations at each school/department during their staff meetings 	CO Admin	March 5 – April 16	Yes	None
	<ul style="list-style-type: none"> Para presentations at each school 	Building Principals	April 1 – May 10	Yes	None

Evaluation

- Held a total of 22 meetings to reach over 1,700 staff members

Communication Steps: Importance of Voting – Request your Absentee Ballot

Target Audience	Tactics	Responsibility	Time Line	Completed?	Budget
Parents	<ul style="list-style-type: none"> Messages in district parent newsletter (Communication Update) 	Stacy	Sent March 23, 29 and April 4	Yes	None
	<ul style="list-style-type: none"> Text message sent to all parents Last day to request absentee ballot 	Annette	May 4	Yes	None
	<ul style="list-style-type: none"> Email sent to all parents with voting facts – request form attached 	Annette	April 25	Yes	None
	<ul style="list-style-type: none"> Email sent to all parents about voting early through Absentee Ballot – request form attached 	Annette	May 1	Yes	None
	<ul style="list-style-type: none"> School Communication (Newsletters or emails from principals) Absentee ballot request forms due 	Annette and Building Secretaries	May	Yes Request to send out on May 1	None
Community Members and Parents	<ul style="list-style-type: none"> Facebook post with image of “Have you requested your absentee ballot yet?” Posted on the District and all school pages (branded for each) 	Stacy	May 1	Yes	None
	<ul style="list-style-type: none"> Facebook post with “It’s In Your Hands” graphic on the District page and on school pages 	Stacy/Chase	April 24	Yes	None
	<ul style="list-style-type: none"> Distributed absentee ballot request forms at all meetings 	Communications Department	March 5 – May 4	Yes	\$45.00
	<ul style="list-style-type: none"> Facebook post with video on voting from PLHS classroom 	Chase	April 25	Yes	None
	<ul style="list-style-type: none"> Facebook post with video on voting from PLSHS classroom Boosted 	Chase	May 1 – May 15	Yes	\$42.36
<ul style="list-style-type: none"> Yard Signs – Vote May 15 Get & Return Absentee Ballot Request Forms Here Posted at each school and the CO 	Stacy	Sent to buildings on April 24 and 25	Yes	\$339.00	
<ul style="list-style-type: none"> Collection and submission of Absentee ballot request forms 	Everyone	March 5 – May 4	Yes	None	
Employees	<ul style="list-style-type: none"> Messages in staff newsletter (Tuesday’s Tidbits) 	Stacy	Weekly March 20 th – May 1	Yes	None
	<ul style="list-style-type: none"> Email sent to all staff with voting facts – request form attached 	Annette	April 25	Yes	None

	<ul style="list-style-type: none"> Email sent to all staff about voting early through Absentee Ballot – request form attached 	Annette	May 1	Yes	None
	<ul style="list-style-type: none"> Text message sent to all staff Last day to request absentee ballot 	Annette	May 4	Yes	None
	<ul style="list-style-type: none"> Collection and submission of Absentee ballot request forms 	Everyone	March 5 – May 4	Yes	None

Evaluation

- Absentee Ballot request form using the PLCS created bit.ly link
 - Total of 3,161 clicks
 - Sent a text reminder on May 3 – Total of 807 clicks
- Total of 125 request forms submitted by PLCS

Communication Steps: Importance of Voting – Vote May 15

Target Audience	Tactics	Responsibility	Time Line	Completed?	Budget
Parents	<ul style="list-style-type: none"> Flyers inserted into the May edition of the Community Connection Vote on May 15 	Stacy	Sent the first week of May	Yes	None
	<ul style="list-style-type: none"> Email sent to all parents about voting Included link to polling place 	Annette	May 10	Yes	None
	<ul style="list-style-type: none"> Phone calls and emails to all parents from principals reminding everyone to vote 	Building Principals	May 14	Yes	None
	<ul style="list-style-type: none"> Email sent to all parents about voting Included link to polling place 	Annette	May 14	Yes	None
	<ul style="list-style-type: none"> Text sent to all parents about voting Included link to polling place 	Annette	May 15	Yes	None
Community Members and Parents	<ul style="list-style-type: none"> Yard Signs – Vote May 15 Get & Return Absentee Ballot Request Forms Here Posted at each school and the CO 	Stacy	Sent to buildings on April 24 and 25	Yes	\$339.00
	<ul style="list-style-type: none"> Facebook post with graphic “Vote on May 15” on District page and all school pages (branded to each page) 	Stacy	May 9	Yes	None
	<ul style="list-style-type: none"> Facebook post with video on voting from both high schools 	Chase	May 15	Yes	None
	<ul style="list-style-type: none"> Facebook post with image “Don’t leave your voice on the Kitchen Table” on District page and all school pages 	Stacy	May 10	Yes	None

Employees	<ul style="list-style-type: none"> Messages in staff newsletter (Tuesday's Tidbits) 	Stacy	Weekly May 8 & 15	Yes	None
	<ul style="list-style-type: none"> Email sent to all staff about voting Included link to polling place 	Annette	May 10	Yes	None
	<ul style="list-style-type: none"> Email sent to all staff about voting Included link to polling place 	Annette	May 14	Yes	None
	<ul style="list-style-type: none"> Text sent to all staff about voting Included link to polling place 	Annette	May 15	Yes	None

Evaluation

- Sarpy County Polling Place Locator using the PLCS created bit.ly link
 - Total of 2,597 clicks
 - 5/9: 30 clicks, 5/10: 202 clicks, 5/11: 32 clicks, 5/14: 372 clicks and 5/15: 1,639 clicks
- Voter Turnout:
 - Total number of voters in the May 15 election – 10,258, 29% voter turnout
 - Number of early voters – 3,676, 70% in favor

Objective: Utilize media outlets to tell the story of the bond issue, ensuring community members are informed voters by publicizing complete and accurate information.

Communication Steps: Media

Target Audience	Tactics	Responsibility	Time Line	Completed?	Budget
Community Members, Parents and Employees	The Times series <ul style="list-style-type: none"> Outline angles we want covered in each story. 	Annette & Chase	March – May 15	No – The Times decided not to do it	None
	Weekly Story Ideas <ul style="list-style-type: none"> Submit weekly story ideas regarding the bond issue. Include story ideas about upcoming meetings and presentations Follow up with media about items regarding the bond in story ideas and on the Board of Education agendas 	Chase	March – May 15	Some 2/26 – WOWT 2/26 - WOWT 2/26 – KETV 2/26 – KPTM 2/27 – PT 2/27 - OWH 2/28 – KMTV 3/1 – PT 3/28 – OWH 4/5 – PT 4/16 - KETV 4/17 - KETV 4/17 – Houston Chronicle	None

				4/17 – MSN 4/22 – OWH 5/1 – OWH 5/2 – PT 5/9 – OWH 5/10 – OWH 5/11 - KMTV 5/13 – OWH 5/15 – BL 5/15 – PT 5/15 – WOWT 5/15 - KETV	
	Editorial <ul style="list-style-type: none"> Present to OWH editorial board for endorsement of bond issue. 	Dr. Rikli and Annette	May	Yes May 1 – OWH May 13 - OWH	None
	Op Ed Article <ul style="list-style-type: none"> Communicate key talking points and encourage people to vote 	Dr. Rikli and Annette	April	Yes April 23	None
	High School newspapers & broadcast <ul style="list-style-type: none"> Share information with high school journalism departments. 	Annette and Chase	April - May	Yes	None
	Public Access <ul style="list-style-type: none"> Run announcements on public access channel. Explore taping a presentation to run on public access. 	Chase	Week before the first community meeting	Some April 3-19 Ran meeting dates, but didn't tape a presentation	None