

NSPRA Gold Medallion Award Entry

Bond/Finance Campaign



\$109.9 Million Bond Issue: 67 Percent Voter Approval

Continue the Greatness May 2018 Bond Issue

Annette Eyman, APR

Director of Communications

aneyman@paplv.org • 402.537.6209

Stacy Hawn

Communications Specialist

Number of Communications Staff: 3

School District with Over 11,700 Students



PAPILLION LA VISTA
COMMUNITY SCHOOLS

420 South Washington Street
Papillion, NE 68046

Synopsis

In May of 2018 the Papillion La Vista Community Schools (PLCS) asked voters for approval of a \$109.9 million bond issue. This is the largest bond issue ever requested by PLCS.

The District is comprised of two cities, Papillion and La Vista and has a portion of the city of Bellevue. It currently includes 15 elementary schools, three middle schools and two high schools. With a steady growth of nearly 200 students annually, a bond issue is being held every 5-6 years. The strategic effort to develop and communicate this successful bond issue began over two years out. However, the communication plan leveraged over 20 years of relationship and trust building around the District's vision of "Be Known for Greatness." The complete process included six major phases:

- High School Vision - to research community acceptance and vision for high school education. Conducted two years out to determine what high school projects needed to be included in the bond proposal.
- Pre-bond engagement - to research community acceptance and needed changes of the proposed bond issue projects. Started 10 months out.
- Formal survey – to provide PLCS with quantitative data regarding proposed projects and level of acceptance.
- Informational campaign/communication plan - to communicate the bond proposal and gain support and voter turnout for the election.
- A privately funded and community led grassroots advocacy campaign - to gain support for the proposal. The advocacy campaign ran parallel to the information campaign conducted by the school district.
- Post campaign evaluation and ongoing communication - to evaluate the communication efforts and maintain the support of the school district and future bond campaigns.

Major challenges of the bond issue include:

- Expanding the current two high schools instead of opening a third high school and having three smaller high schools.
- Maintaining perceived equity across all schools when only some will be included in the proposal.
- Selling a tax increase in a strong anti-tax climate.
- Low voter turnout of a primary election.

The largest PLCS bond issue passed with 67% support, the largest margin of victory in the history of the school district.

Phases of Bond Issue Communication

Summary

On May 15, 2018 the registered voters of the Papillion La Vista Community Schools (PLCS) were asked to decide on the future of a \$109.9 million bond issue. The bond issue included:

- Renovations and additions at both of the high schools & five elementary schools
- Addition at Liberty Middle School.
- A new elementary school.
- Improved technology infrastructure.
- Sites for future schools.
- District stadium meeting room and additional PLSHS and stadium visitor parking.

The development and finalization of the proposed projects were determined through a two year long strategic communication and engagement plan using the RACE formula. The information obtained through the high school visioning, the pre-bond engagement process and the formal bond survey were used as the foundational research in the development of the overall informational communication plan for the bond issue. That plan was then implemented and evaluated through a post bond survey and analysis of the overall election results.

General strategies for the informational campaign include:

- 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 the messages using video.

The Board of Education approved the ballot language on February 26, 2018 leaving 77 days for an informational campaign. That campaign conducted by the school district ran parallel to the grassroots advocacy campaign conducted by a citizens group.

Research

The entire informational campaign was built around high quality formal and informal, primary and secondary research. The research collected:

- Drove the projects that were in the final proposal. Which projects remained in the proposal and which projects were removed from the proposal were determined based on the pre-engagement research.
- Drove the messages used during the informational campaign. Pretesting messaging and collecting and analyzing qualitative data, determined the final messages that needed to be used to best resonate with voters.
- Drove the strategy outlined in the overall [communication plan](#). The objectives and communication tactics were driven by the research collected.

What research was collected?

The research began immediately after the passage of the 2012 bond issue and continued through the passage of the 2018 bond election. A combination of formal and informal, primary and secondary research was conducted. Those research phases are outlined below.

Registered Voter Analysis – Following the passage of the 2012 bond election. Election data was evaluated to determine if there were areas or key demographics where additional communication efforts were needed. It was determined that for the first time in nearly 20 years a bond election was supported in the eastern portion of the school district. The strategy during the 2012 election was to not communicate to this portion of the district in an effort to not rally the negative voters. This strategy proved to be effective in the area targeted. [Election Results](#)

An in-depth analysis of current registered voters and voter turnout lead to the following conclusions.

- 39,000 registered voters
- Primary election voter turnout would be 22% on the high side, resulting in a total of 6,437 needed yes votes.
- Knowing strong support comes from current parents, there is a need to increase the number of absentee voters. The voter demographics would indicate a primary election turnout is an older demographic. Therefore, there was a need to increase the number of overall voters for the primary election.

High School Visioning - Knowing that high school projects would be a huge portion of this bond issue's success or failure, it was determined that the first step in developing a successful bond issue was to determine what should happen at the high school level. In 2016 PLCS spent an entire year engaging the community and collecting research on what the PLCS high school experience should include. This research was then used to determine what type of projects were necessary at the high school level to be included in the bond issue. It also helped frame the messaging around how these projects were discussed. Conclusions from the high school visioning process that were included in the bond proposal include:

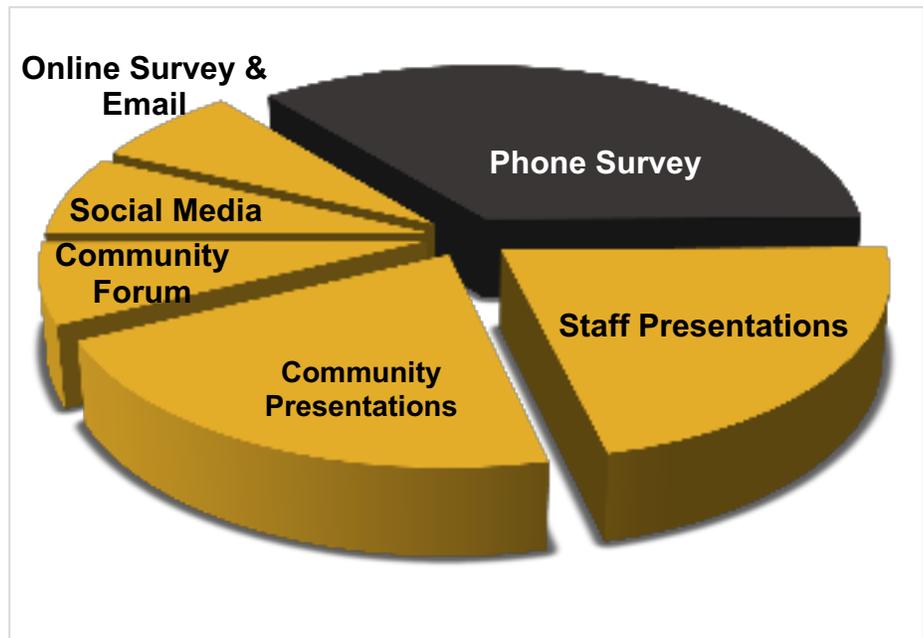
- Support for expanding the two high schools at this time.
- Strong desire to keep the option of a third high school on the table even if not in this bond issue.
- Support for enhancing the skill and technical trades portion of the high school experience.

Situational Analysis – An in-depth situational analysis was conducted. This research provided PLCS with key points to be aware of during the informational campaign. Conclusions from the situational analysis include:

- Recent school shooting in Florida has caused additional concern about school safety.
- Local school districts recently passed levy overrides to increase tax levy.
- Local school districts going for bond issues.
 - OPS – includes 2 high schools; Elkhorn – includes 1 high school resulting in 3 smaller high schools; Bennington – 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.

Engagement Process – From August of 2017 through January of 2018. PLCS embarked in an extensive bond issue engagement process for the sole purpose of researching the strengths and concerns of the current proposal. This research was a key source in driving the final decision of what projects should and should not be included in the proposal and what the key message needed to be for the informational campaign. The [engagement process](#) had many phases. During each phase, information on the proposal was presented and then participants provided the strengths and concerns of the proposal. The key phases of the engagement process included:

- 2 Community Forums
- 22 Parent & Community Presentations
- 4 Retired Groups
- Online feedback forms
- 26 Staff Presentations Schools/Department
- Engagement on Facebook/Social Media



Through feedback forms collected during each phase and a qualitative data analysis, the [summary of the research](#) was presented to the Board of Education. Major conclusions from the engagement process included:

- Support for accommodating growth and planning for the future.
- Support for safety and security.
- Support for updating older schools.
- Concerns about including a pool in the bond proposal.
- Some concern about taxes and the amount of tax impact.

Information from the engagement process was then utilized to drive the questions for the formal telephone survey which was the last phase in the research collection.

Formal telephone survey – In an effort to gain quantitative data as one of the final phases of the research collection, a formal telephone survey was conducted. PLCS contracted with an outside firm to conduct and present the phone survey results. 412 surveys were conducted of a random sample of registered voters during January of 2018. [Major findings of the survey](#) included:

General support

- Strong support and trust for PLCS and the quality of education provided to students.
- Support of safety and security projects.
- 77% were aware of the bond proposal.

Support levels for projects

- Projects generating the highest level of support are safety & security and HS expansion (78% & 75%)
- The pool and cafeteria expansion received the least amount of support (37% & 40%) They were also the only projects below 50% support.
- The pool was the only project where more respondents were against it 42% (rating it a 1 or 2) than for it 37% (rating it a 4 or 5).

Support for the bond issue

- Support for the bond issue strong and that level of support increase as the tax impact decreases
67% support the bond with a \$50 increase
71% support the bond with a \$25 increase
76% support the bond with no increase

All of the data collected was analyzed by the Board of Education and used to make the final recommendation in February 2018.

Analysis/Planning

On February 5, 2018 the Board of Education held a special meeting to review all of the data collected and develop a final plan for next steps. Major decisions made during this process included:

- Finalizing the project list which included eliminating the pool.
- Placing the vote on the upcoming May primary election.
- Finalizing the total amount to \$109.9 million with a maximum tax increase of \$40 per \$100,000 of assessed value.

Knowing how critical ballot language can be to the success of a bond issue. Strategic attention was given to that language prior to the board taking formal action.

The communications team then worked cooperatively to finalize the informational [communication plan](#). The first step in that planning was to work with the BOE and cabinet to finalize the key talking points. Those key talking points included:

- Improve safety and security
- Serve a growing student population.
- Enhance the overall greatness. Bringing all facilities up to the same standard as new facilities.
- Vote May 15 – It's in your hands.

The overall goal of the communications plan was to win by 60% or better. Knowing there was a high level of support for the bond proposal and a primary election results in a low voter turnout, specific attention was given to planning an informational campaign that would increase the number voters. That effort included a two-part strategy – 1) increase the number of absentee voters and 2) focus on get out and vote. Working closely with the election commissioner, to ensure all election laws were followed accordingly, the communications team developed a plan to receive daily reports from the election office. These reports outlined the number of votes received and the number of absentee ballots requested. This information provided the communications team with ongoing data to identify if there was a connection between the number of ballots requested/returned to the communication strategy outlined in the communication plan.

The measurable objectives of communication plan include:

- 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.

The communications team worked in a consultation role with the volunteer advocacy committee. This committee was privately funded and operated with a team of volunteers for the purpose of pushing a “Vote For” message on the bond issue. This campaign effort repeated many of the district’s key messages and the committee strategically timed many of their efforts around the formal communication plan for the school district.

Part of the planning phase included preparing all administrators to communicate about the bond issue. A Q & A was developed for all school principals and administrators throughout the district. The bond issue was a discussion at weekly admin meetings. The purpose of the discussion was to prepare all district administrators to be informed and able to answer questions regarding the bond proposal.

A calendar of events for the next few months was developed by the communications team. The calendar included all public engagements and major communication efforts. Even though the awareness of the bond issue was already near 80%, it was critical to saturate the entire community again with the final proposal and the importance of voting. This strategy did not advocate for how to vote but strongly communicated the importance of voting and reinforced the key messages.

Communication Tactics/Tools

A cross section of communication vehicles and tactics were used in the implementation of the information campaign. The overall strategy was to use mass communication along with face to face interpersonal communication strategies. Social media and video also played a key role in the communication tactics. PLCS conducts an annual communications survey. These results along with the formal phone survey conducted for the bond issue allowed PLCS to prioritize the communication efforts toward those that have gained the most support historically. A detailed list all tactics can be found in the [communication plan](#). A few highlights of those tools and tactics include:

- [Continue the Greatness – 2018 Bond Issue](#) – a presentation that was the focus of dozens of face to face meetings, coffees, civic groups, website content and more.
- [Let’s Talk PLCS Bond Facebook group](#) – a FB group created for the purpose of communicating bond issue facts and offering a two-way communication channel.
- [Website Content](#) – a website created for the purpose of communicating the facts of the proposal. This website was also referenced in the information distributed through the advocacy group.
- [Continue the Greatness Brochure](#) – mailed directly to all residents in PLCS.
- [2018 Bond Postcard](#) – mailed directly to all residents in PLCS, communicating the Community Q & A and sharing bond facts.
- [Video series](#) – posted on social media & District website to share the story of the bond issue and provide a visual for why projects are necessary.
- [Table Tents](#) – partnered with community businesses to display the bond issue table tent throughout their establishment to share information.

The Role of Social Media

Social Media has been a major change in the communication tactics and tools since the last bond issue in 2012. Knowing from the research that the majority of the target market is on Facebook, the efforts on social media focused primarily on Facebook. The use of videos allowed the residents of PLCS to have an inside look at needs presented in the bond issue. Facebook Live was also a strategy that was used to provide that personal communication in a mass communication method. During the Facebook Live sessions, the Superintendent presented the PowerPoint presentation and then answered questions submitted via Facebook Live during the hour-long segment. This provided the masses the opportunity to view the presentation, ask questions and never leave the conveniences of their own home.

To enhance the overall reach with social media, paid advertising and boosting of posts were used frequently. This was a low-cost way of extending the reach. Knowing and understanding the algorithm of Facebook was critical to give each post the best opportunity to be seen by a largest number of followers.

The Role of Mass Communication Systems

Using Blackboard, the PLCS mass communication system, also played a key role in the overall communication implementation. Mass emails and text messaging were used to communicate specific issues like, “last day to request absentee ballot”. They were also used to communicate the key messages and important meeting dates.

Campaign Advocacy

The advocacy group timed their messages in information with the overall communication plan of the school district. They prepared a [Vote For Brochure](#) that was direct mailed to anyone requesting an absentee ballot, delivered door to door for target high voter areas and mailed to likely voters. They also distributed nearly 1000 "Vote For" yard signs and did some paid advertising.

Evaluation

Election Results

The 2018 PLCS Bond issue passed by 67% the largest margin of victory in the district's history. This was also the first bond issue on record where every single precinct supported the bond issue. That level of support by precinct ranged from 56%-79%. Other highlights from the election results include:

- Total number of voters – PLCS wanted to increase voter turnout by 5%
 - Increased voter turnout by 8%
 - Note: voter turnout in Sarpy County as a whole was 20%. Sarpy County includes 4 school districts, PLCS is the largest school district in the county and the voter turnout was 29% in PLCS alone.
- Absentee voters – PLCS wanted to increase absentee voters to 2,500
 - Increased absentee voters 3,676 and absentee voters were 70% in favor of the bond issue.

Daily reports were sent to the Communications team by the election office. Those reports included who had requested an absentee ballot and who had voted. This information provided the communications team with ongoing data to identify the connection between the number of ballots requested/returned to the communication strategy of the communication plan. The reports from the election office were cross referenced against the PLCS staff data base and the parent database. The communication strategy was then adjusted accordingly based on the results.

The elections results are an important evaluation piece of the overall communication strategy of the bond issue. However, they are not the only piece. The communication campaign was evaluated in a variety of ways. Some of the evaluation pieces, like Bit.ly, analytics and algorithms were used to adjust the communication plan ongoing. Other forms of evaluation like the formal post bond survey were used to evaluate the overall effectiveness of the campaign.

Bit.ly

To truly measure the effectiveness of the communication strategies, many forms of evaluation were used. Many communications tactics were measured as they were implemented and then strategies were adjusted accordingly. For example, bit.ly links were used to measure the number of hits on a particular message. Through this form of evaluation, it was discovered that pushing a bit.ly link out in a text message resulted in a higher number of immediate hits than pushing it out in an email.

- 807 clicks in one day on absentee ballot request when pushed via text.

Analytics

Analytics would be another important form of evaluation used to adjust the overall communication plan on the fly. Based on analytics, it was determined that:

- 3:00 and 7:00 were the prime time for social media posts.
- Using the knowledge of Facebook algorithms, we focused our posts to be Facebook Live and videos knowing that more people would see them.

Formal survey

Following the successful bond campaign, the overall communication strategy was evaluated through a [post bond survey](#). The survey was posted and advertised on social media and pushed several times via email and text to all parents. Over 1500 surveys were completed. The highlights of the survey include:

- 97% of respondents were aware of bond issue
- Primary sources of information included email, social and text.
- Preferred sources of information included email, newsletters and social.
- Respondents could recite the talking points almost verbatim (open ended question)
- Concerns were overkill on communication, want to be sure projects are completed and want ongoing communication on progress.

A result from the post bond communication survey was "too much communication". This is a huge win for the overall evaluation and success of the bond communication plan. When over 1500 respondents are saying enough communication about the bond issue and the bond issue passes with largest percentage of victory, a clear conclusion can be drawn that the communication efforts were a success.

Measurable objectives and evaluation of those objectives:

Objectives:

- Develop a bond proposal that the majority of the registered voters can strongly support.
 - Success – passed by 67%
- Utilize research to drive the overall communication efforts.
 - Success – research drove projects include in proposal, key messages, and communication tactics.
- Create awareness about the bond proposal throughout the community so registered voters support the proposal in May.
 - Success – passed by 67%
- Inform the community of key points in the bond issue and secure 6,437 yes votes.
 - Success – secured 6,906
- Build knowledge of employees so they understand the need of the bond issue and will be able to answer commonly asked questions.
 - Success – informal feedback from staff to Principals indicate that staff felt overly communicated with and very informed. However, no formal evaluation was conducted on this objective.
- Increase the voter turnout in PLCS for the primary election by 5%.
 - Success – increased by 8%
- Increase the number of absentee voters to 2,500.
 - Success – increased by 3,676

Understanding the success or failure of the next bond issue began the day the 2018 bond issue passed, an ongoing communication plan has been developed to communicate the progress of the bond projects over the next 5-6 years.

Research

High School Visioning
Engagement Process
Telephone Survey



PAPILLION LA VISTA
COMMUNITY SCHOOLS

Join the Conversation!
#PLCSHSVision

High School Visioning
Community Forums

March 23
7:00-9:30 p.m.

PLSHS

30000 Imperial Blvd., Fallbrook

or

April 4

7:00-9:30 p.m.

PLIS

10277 Camino del Rio, San Diego



Your input is needed!

www.plcschools.org



PLCS Announces High School Vision

Over the past several months, Papillion-La Vista Community Schools has been conducting a high school visioning process to help us determine the best way to meet the needs of our students in the future. We are now looking for your input to help us make the best decisions for the future.

Join the Conversation

- We are looking for your input on a variety of topics, including: facility space, enrollment, and program offerings.
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**Don't miss the PLCS
High School Visioning community forums!**

Your input is needed!



You're Invited... PLCS Forums on High School Visioning

March 23

7:00-9:30 p.m.

PLSHS

30000 Imperial Blvd., Fallbrook

OR

April 4

7:00-9:30 p.m.

PLIS

10277 Camino del Rio, San Diego

For more information, visit
www.plcschools.org

Papillion-La Vista Community Schools
10277 Camino del Rio, San Diego, CA 92108
Tel: 619-425-3400

Facebook
Twitter

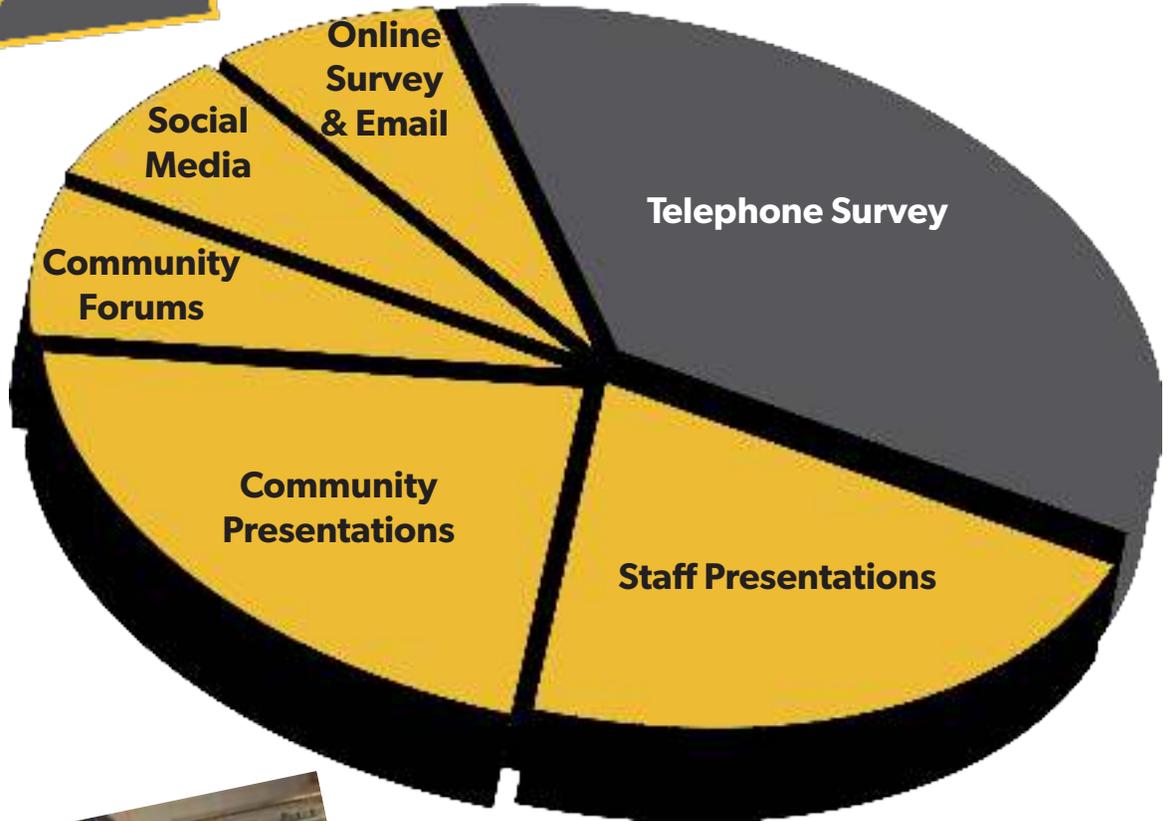
Proposed Ten Year Plan

- Add facility space to Monarch and Titan to accommodate growth and new programs
- Balance enrollment at Monarch & Titan
- Monitor growth and position school district for a potential third high school
- Phase in new programs established in the high school visioning process

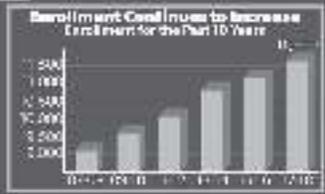
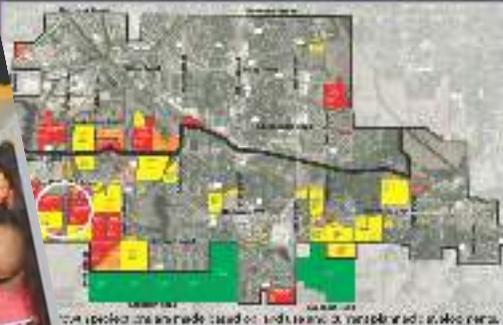
Research

High School Visioning
Engagement Process
Telephone Survey

Engagement Process



Growth Creates Need for a Bond Issue



Research

High School Visioning
Engagement Process
Telephone Survey

Community Input is Needed!

Are the projects proposed final?
No. These projects are only proposed. Community feedback is needed to finalize the projects.

How does the community provide feedback or ask questions?

The best way to provide feedback is to attend one of the two community forums, November 6 at PLSHS or November 8 at PLHS 6:30-8:00 pm.

Other feedback opportunities include:

- Submit your feedback or questions at www.plcschools.org/BondIssue
- Email your feedback or questions to PLCSCommunications@paplv.org.
- Attend a presentation in your neighborhood, checkout www.plcschools.org/BondIssue for a complete schedule.
- Participate in Facebook Live on December 5, 7:00-8:00 p.m.

What is the next step?

Based on all the feedback collected, the Board of Education will develop a final project list and a timeline for the election.



PAPILLION LA VISTA
COMMUNITY SCHOOLS

We Need Your Input!

Bond Issue Proposal Community Forums

November 6
6:30 - 8:00 p.m.

PLSHS

10799 Highway 370, Papillion

or

November 8
6:30 - 8:00 p.m.

PLHS

402 E. Centennial Rd., Papillion



Join the Conversation!



www.plcschools.org/BondIssue



PAPILLION LA VISTA
COMMUNITY SCHOOLS

You're Invited...

Bond Issue Proposal Community Presentation

We Need Your Input

November 14

7:00 - 8:00 p.m.

Hickory Hill Elementary

1307 Rogers Drive, Papillion



Your input is needed!

www.plcschools.org/BondIssue

#PLCSBondIssue



Purpose of Presentation

- Collect community feedback on current proposal
- Provide guidance to the Board of Education and administration
 - If there should be a bond issue?
 - Timing?
 - What projects should be included?

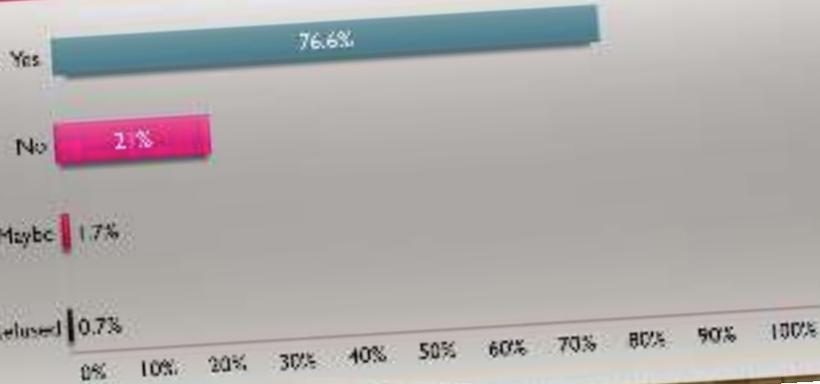


Research

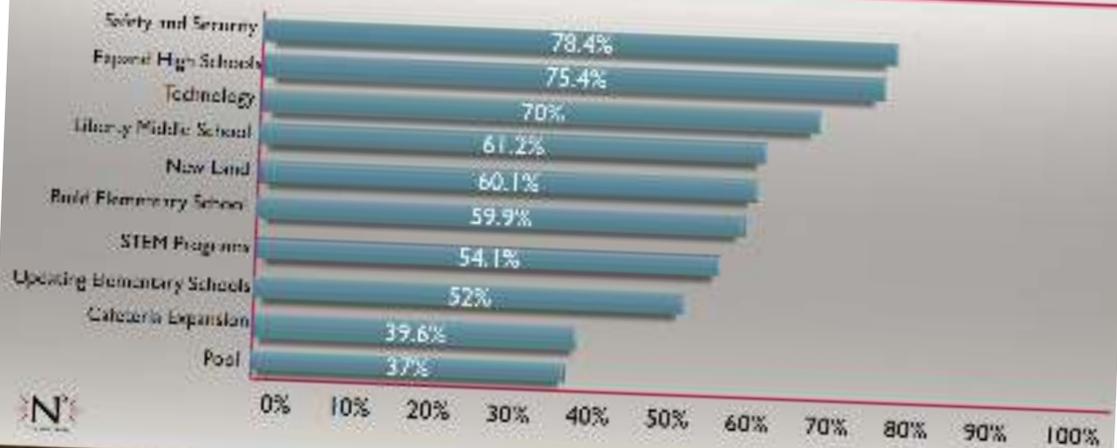
High School Visioning Engagement Process Telephone Survey

Telephone Survey

6 ARE YOU AWARE PAPILLION LA VISTA COMMUNITY SCHOOLS IS CONSIDERING A BOND ISSUE?



9 PROJECT RATINGS OF 4 AND 5 (SUPPORT)



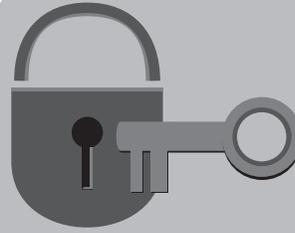
SUMMARY OF KEY FINDINGS

- Strong support for the School District
- Strong trust in the Superintendent and Board of Education
- Varying levels of support for different projects
- Support for bond relatively high
- Support for bond decreases as tax impact increases

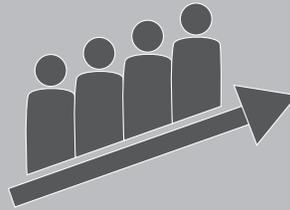
Analysis

Messaging
Develop Communication Plan
Finalize Project List

Messaging



Improve Safety
& Security



Serve a Growing
Student Population



Enhance Greatness

Develop Communication Plan

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 Override to Increase the Levy
 - Millard & Westside
- Local School Districts going for Bond Issues
 - OPS – 409.9 million – on the May primary – includes 2 high schools
 - Elkham – 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.
- Turnout 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 Poplison 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 2-3 years. The last bond issue was in 2012 and the next one is projected to be in 2021.

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 5,437 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.

Analysis

Messaging
Develop Communication Plan
Finalize Project List

Develop Communication Plan

Communication Action Plan Bond Issue Communication Steps: General Informational Campaign

Target Audience	Tactics	Responsibility	Time Line	Completed?	Budget
Community Members, Parents and Employees	• Direct mail to all residents – Postcard. Sharing key talking points and information about meeting dates	Stacy	Hit homes by mid-March	Yes March 15	\$2,784.32 Postage: \$2,485.63
	• Direct mail to all residents – Informational Brochure. Sharing key talking points	Stacy	Hit homes by mid-April	Yes April 16	\$4,054.27 Postage: \$2,488.63 \$388.08
	• Direct mail to frequent voters over 55. Sharing key talking points and meeting dates	Stacy	Hit homes week prior to each meeting End of March	Yes March 13 – April 20 Yes Letter sent on March 26	Postage: \$1,261.82 Letter: \$2.10 Postage: \$72.00 Table Tent: \$9.00
	• Letter and follow-up email to business partners asking for their help displaying information <ul style="list-style-type: none"> o Table Tents o Newsletter Inserts o Brochures 	Stacy	March – May 15	Yes	None
	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. 	Communications Department	March – May 15	Yes March 19 – April 30	\$837.50
Parents	Distribution of Information brochures at all meetings	Chase	March – April	Yes March 26 – April 30	None
	Use informational videos to play at soccer games and track meets at the District Stadium via the video board (Run a total of 8 videos with 2 videos at each game/meet) Key Communicators <ul style="list-style-type: none"> • Share information via key communicator list 	Communications Department	March - May	Some Only Vote Information	None
	Community Connection <ul style="list-style-type: none"> • Run key talking points and importance to vote 	Stacy	April and May	Yes	None
Employees	Parent Newsletter (Communication Update)	Stacy	March – May	Yes March 7, 23, 29 April 4	None
	Staff Newsletter (Tuesday's Tidbits)	Stacy	February - May	Yes Weekly from February 27 – May 15	None
		Annette	March – May	Yes	None

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
 - o LIVE video = King, Video = Queen, Images = Prince, Text with a Link = Princess, Text Only = Jester
 - o Utilize engagement (Love's and shares) to increase visibility

Target Audience	Tactics	Responsibility	Time Line	Completed?	Budget
Community Members, Parents and Employees	• 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
	• Use video to tell the story of the bond issue <ul style="list-style-type: none"> o 10 videos in total focusing around the 3 talking points 	Chase	March 12 – May 14	Yes	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
	• 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
	• Facebook video "Enhancing Greatness – STEM/Skills and Technical Trades"	Chase	March 16 (R: 6,889 V: 2,485) April 16 (R: 1,554 V: 367) May 11 (R: 3,918 V: 1,068)	Yes	None
	• Facebook video "Bond Overview"	Chase	March 20 (R: 6,149 V: 2,246) April 21 (R: 1,243 V: 406)	Yes	None
	• Facebook video "Safety and Security – Closing Open Classrooms"	Chase	March 22 (R: 4,000 V: 1,000)	Yes	None
				March 22 (R: 4,000 V: 1,000)	Yes

Analysis

Messaging
Develop Communication Plan
Finalize Project List

Finalize Project List

Including financial facts and ballot language

Complete Project List

- Additions & renovations at both High Schools PLHS & PLSHS
- Additions & renovations at 5 Elementary Schools: Carriage Hill, La Vista West, G. Stanley Hall, Anderson Grove & Rumsey Station
- Addition at Liberty Middle School
- New Elementary School
- Improved Technology Infrastructure
- Sites for Future Schools
- District Stadium Meeting Room & Additional PLSHS/Stadium Visitor Parking

Financial Facts

Estimated Costs

New Elementary School	\$12.0 M
Middle School Addition	\$ 6.3 M
High School Additions	\$53.5 M
Elementary Renovations	\$29.4 M
Team Meeting Room	\$ 1.0 M
Technology Infrastructure	\$ 1.7 M
Future School Sites	\$ 6.0 M

Total cost of proposed projects
\$109,900,000

Tax Impact

- A maximum of \$0.04 per \$100 of valuation
- \$40 maximum annual increase on a \$100,000 home

\$3.33
per
month



May 15, 2018 Papillion La Vista School Bond

"Shall Sarpy County School District 0027 (Papillion-La Vista Public Schools), in the State of Nebraska, issue the Bonds of said District in the principal amount not to exceed One Hundred Nine Million Nine Hundred Thousand Dollars (\$109,900,000) for the purpose of paying the costs of constructing a new elementary school, constructing additions and improvements to and repairs and renovations of existing school facilities including but not limited to the high schools, providing furniture, equipment and technology updates for the same, and the acquisition and preparation of a site or sites for future school building purposes; said bonds to be issued in one or more series, at such time or times as may be determined by the Board of Education, to bear interest at such rate or rates as may be determined by the Board of Education and to become due at such time or times as may be fixed by the Board of Education; and

Shall the School District cause to be levied and collected annually a special levy of taxes against all the taxable property in the School District sufficient in rate and amount to pay the interest on and principal of said Bonds as the same become due?"

- FOR said bonds and tax
 AGAINST said bonds and tax

Get Your Absentee Ballot Today!

bit.ly/SarpyAbsenteeBallot

Communicate

Direct Mail
Staff & Community Presentations
Social Media & Videos

Direct Mail



Improve Safety & Security

Serve a Growing Student Population

Enhance Greatness

Continue the Greatness
May 15, 2018 Bond Issue

It's In Your Hands
Vote May 15

PAPILLION LA VISTA COMMUNITY SCHOOLS
Be known for greatness

PAPILLION LA VISTA COMMUNITY SCHOOLS

A Message from the Superintendent

Dear Papillion La Vista Community Schools, This upcoming bond issue is very important to the Papillion La Vista Community Schools. It will focus on improving safety & security, serving a growing student population and enhancing greatness. We are growing 250-300 students a year. We have safety and security needs that must be corrected for our students and staff and we need equity between our older schools and newer schools. Please do not leave the future of this bond issue to chance. Take time to become an informed voter and VOTE! The election date is May 15 or you can request an absentee ballot and vote in the convenience of your own home! It is now in your hands!



Andrew Rikli, Ed.D.
Superintendent

May 15, 2018 Papillion La Vista School Bond

"Shall Sarpy County School District 0027 (Papillion-La Vista Public Schools), in the State of Nebraska, issue the Bonds of said District in the principal amount not to exceed One Hundred Nine Million Nine Hundred and Thirteen Thousand Dollars (\$109,900,000) for the purpose of paying the costs of constructing a new elementary school, constructing additions to existing elementary facilities including but not limited to the purpose of providing furniture, equipment and improvements updates for the same, and the acquisition and preparation of a site or sites for future school building purposes; said bonds to be issued in one or more series, at such time or times as may be determined by the Board of Education, to bear interest at such rate or rates as may be determined by the Board of Education and to become due at such time or times as may be fixed by the Board of Education; and shall the School District cause to be levied and collected annually a special levy of taxes against all the taxable property in the School District sufficient in rate and amount to pay the interest on and principal of said Bonds as the same become due?"

- FOR said bonds and tax
 AGAINST said bonds and tax

Get Your Absentee Ballot Today!
bit.ly/SarpyAbsenteeBallot

Non-Profit Org.
U.S. Postage
PAID
Omaha, NE
Permit No. 23

Papillion La Vista Community Schools
420 S. Washington Street
Papillion, NE 68046

IT'S IN YOUR HANDS
Continue the Greatness
Vote May 15

Be an Informed Voter!

- Visit the Bond Issue website at www.plcschools.org/BondIssue
- Join the Let's Talk PLC Schools Bond Issue Facebook Group at www.facebook.com/groups/LetsTalkPLCSchoolsBond
- If you have questions or would like to join the email group, email PLCScommunications@paplv.org

Papillion La Vista Community Schools 2018 Bond Issue

On the May Primary Election, the public will be asked to vote on a \$109.9 million school bond issue. This bond issue focuses on improving safety and security, serving a growing student population and enhancing greatness throughout Papillion La Vista Community Schools.

Improve Safety & Security

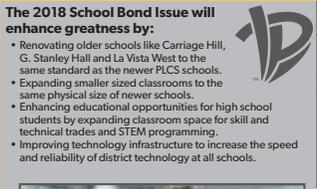


This open kindergarten classroom with no door from the classroom to the hallway will be closed if the bond issue passes.

The 2018 School Bond Issue will improve safety & security by:

- Closing ALL remaining open classrooms.
- Establishing line of sight from the office to the front door in all schools.
- Adding controlled access entryway to Carriage Hill, La Vista West, G. Stanley Hall, Rumsey Station, Anderson Grove, PLHS & PLSHS.
- Adding another locking mechanism on the interior door of the vestibule for Hickory Hill, Patriot, Portal, Walnut Creek and Bell. Visitors will be buzzed into the vestibule area where they will be secured until they are buzzed in again to the main school.

Enhance Greatness



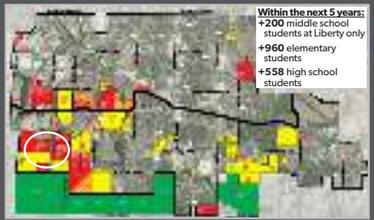
The 2018 School Bond Issue will enhance greatness by:

- Renovating older schools like Carriage Hill, G. Stanley Hall and La Vista West to the same standard as the newer PLCS schools.
- Expanding smaller sized classrooms to the same physical size of newer schools.
- Enhancing educational opportunities for high school students by expanding classroom space for skill and technical trades and STEM programming.
- Improving technology infrastructure to increase the speed and reliability of district technology at all schools.

Serve a Growing Student Population

- The 2018 School Bond Issue will serve a growing student population by:
- Expanding current high schools to include:
 - 6th grade wing, an additional space for fine arts, additional PE classroom space and expanded cafeteria.
 - Expanding Liberty Middle School for 250-300 additional students as master planned from the beginning.
 - Expanding current elementary schools. Anderson Grove will get 7 additional classrooms.
 - Building a new elementary school to serve 450-500 students.
 - Purchasing future school sites while land is available.

Growth Creates Need for a Bond Issue



*Note: Growth projections are made based on land use and current planned developments.



Complete Project List

- Additions & renovations at both High Schools PLHS & PLSHS
- Additions & renovations at 5 Elementary Schools Carriage Hill, La Vista West, G. Stanley Hall, Anderson Grove & Rumsey Station
- Addition at Liberty Middle School
- New Elementary School
- Improved Technology Infrastructure
- Sites for Future Schools
- District Stadium Meeting Room & Additional PLSHS/Stadium Visitor Parking

Improve Safety & Security, Serve Growing Student Population, Enhance Greatness

Financial Facts

Estimated Costs	
New Elementary School	\$12.0 M
Middle School Addition	\$ 6.3 M
High School Additions	\$53.5 M
Elementary Renovations	\$29.4 M
Team Meeting Room	\$ 1.0 M
Technology Infrastructure	\$ 1.7 M
Future School Sites	\$ 6.0 M

Total cost of proposed projects \$109,900,000

Tax Impact

- A maximum of \$0.04 per \$100 of valuation
- \$40 maximum annual increase on a \$100,000 home

\$3.33 per month





Staff & Community Presentations



2018 Bond Issue - Vote May 15

Please Join Us...

2018 School Bond Issue Community Q & A

April 10
6:00 - 8:00 p.m.
Drop by anytime

PLSHS Cafeteria
10799 Highway 370, Papillion

or

April 19
6:00 - 8:00 p.m.
Drop by anytime
PLHS Cafeteria
402 E. Centennial Rd., Papillion



Are you looking for information about the bond issue? **Don't miss the Community Q & A!**

A variety of stations regarding the bond issue will be set up throughout the cafeteria. You can come by at anytime between 6:00 & 8:00 p.m. to get your questions answered. If you want to know about finances you can go to the finance table, if you want to know about high school projects you can go to the high school table. You can stop at every table or hit just a few, you decide how long you want to stay and what you want to learn.

Be an Informed Voter!

- Visit the bond issue website at www.plcschools.org/BondIssue.
- Join the Let's Talk PLC Schools Bond Issue Facebook Group at www.facebook.com/groups/LetsTalkPLCSchoolsBond.
- Email PLCSCommunications@paplv.org with questions or to join the email group.

Why a bond issue...

- Improve safety & security
- Serve a growing student population
- Enhance greatness





Social Media

Facebook Group

Let's Talk
**Papillion La Vista Community Schools
 2018 Bond Issue**

Vote on May 15 www.plcschools.org/BondIssue

Papillion La Vista Community Schools shared a post.
 Published by Stacy Iaver 11 · April 30, 2018 · 0 Add Topics

Become an informed voter! Don't miss the Trumble Park Elementary Neighborhood Q & A on the Papillion La Vista Community Schools bond issue on Monday 6:00 p.m. Come for a 15-minute overview of the bond followed by a Q & A session. #PLCSBOND18

PAPILLION LA VISTA COMMUNITY SCHOOLS

2018 School Bond Issue
Become an Informed Voter!

Don't miss the Trumble Park Neighborhood Q & A

The bond issue will:

- Improve Safety & Security
- Serve a Growing Student Population
- Enhance Greatness

Open to the Public
Monday, April 30, 2018
6:00 p.m.
Trumble Park Elementary
500 Valley Road, Papillion

Join us for a short 15 minute overview of the bond issue followed by Q & A

The PLCS School bond issue will be voted on in May!

Be an Informed Voter!

• Add to bond issue website when allowing. See you.
 • Consider a call to voters that has been approved and posted on the website.
 • If you have any questions, please contact the bond issue team at plcsbond@plcschools.org or call 402.992.2000.

Papillion La Vista Community Schools shared a post.
 Published by Stacy Iaver 11 · May 1, 2018 · 0 Add Topics

We are under an hour from LIVE at lunch with Dr. Riki. Join us for a 15 minute discussion on the Papillion La Vista Community Schools bond. The focus will be on the importance of voting and how letting the future of the bond issue be decided by a small number of residents. #PLCSBOND18

PAPILLION LA VISTA COMMUNITY SCHOOLS

LIVE at Lunch
 with Dr. Riki

Tuesday, May 1 at 12:00 p.m.

Join Dr. Riki for 15 minutes on Facebook LIVE for a discussion on the PLCS Bond Issue

Papillion La Vista Community Schools shared a photo.
 Published by Stacy Iaver 11 · May 1, 2018 · 0 Add Topics

Do you have an Absentee Ballot that is Not Returned? Currently, there are over 1000 ballots that have been sent to homes that have not yet been returned. Do you have one? Return your Absentee Ballot today by mail and drop the ballot off at the election office. Election Day is 5 Days Away - Don't Forget to Vote May 15!

PAPILLION LA VISTA COMMUNITY SCHOOLS

Do you have an Absentee Ballot that is not returned?
Don't Leave your voice lying on the kitchen table!

Return Your Absentee Ballot Today!

Communicate

Direct Mail
Staff & Community Presentations
Social Media & Videos

Video Series

Serving a Growing Student Population:
Take a look at the growth expected
throughout the District



Enhancing Greatness by Expanding
Classroom Space for Skill & Technical
Trades and STEM



PLCS Bond: Improve Safety & Security,
Serve a Growing Student Population, &
Enhance Greatness



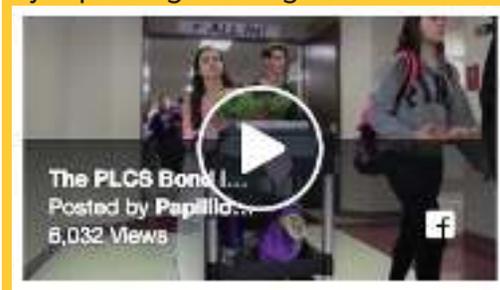
Improve Safety & Security by
Establishing a Line of Sight



Serving a Growing Student Population
by Building a New Elementary School



Serving a Growing Student Population
by Expanding Both High Schools



Enhancing Greatness by Improving
Technology Infrastructure in the District



Improve Safety & Security by Closing
ALL Remaining Open Classrooms



Serving a Growing Student Population
by Expanding Liberty Middle School



Evaluate

Election Results
Post Bond Issue Survey
Analytics

Election Results

RESULTS...

- 10,258 Total number of voters
 - 29.45% voter turnout in PLCS
 - Increase of nearly 10%
- 3,676 early voters
 - 70% in favor
- Won by 67% majority
 - Carried every precinct 56%-79%

Analytics

The screenshot shows a Facebook post with a video player on the left and an analytics sidebar on the right. The video player shows a hallway with a sign that says "Moving to Excellence". The analytics sidebar is titled "Performance for Your Post" and includes the following data:

Metric	Value
Minutes Viewed	610
3-Second Video Views	1,818
10-Second Video Views	803
Average Video Watch Time	0:07
Audience Retention	
Audience and Engagement	

Below the video player, the post text reads: "Papillion-La Vista Community Schools: The PLCS Bond is Improving Safety and Security by Adding Controlled Access Entryways...". The analytics sidebar also includes a section for "Audience and Engagement" with the following data:

Metric	Value
Estimated Reach	4,488
Unique Viewers	1,304
Post Engagement	53
Top Audience	Woman, 35-44
Top Location	Nebraska

Evaluate

Election Results
Post Bond Issue Survey
Analytics

Post Bond Issue Survey

Bond Issue Evaluation

PLCS 2018 Bond Issue Survey

1. Are you a parent or school age children currently attending a school in PLCS?

- Yes
 No

2. Are you currently a staff member of PLCS?

- Yes
 No

3. Are you aware of the \$2 billion La Vista Community Schools Bond Issue?

- Yes
 No

4. If yes, how did you become informed about the bond issue? Please check all that apply:

- | | |
|--|---|
| <input type="checkbox"/> PLCS provided webinars - Streets & Taylor | <input type="checkbox"/> Parental call |
| <input type="checkbox"/> school newsletters | <input type="checkbox"/> text page |
| <input type="checkbox"/> Friends & neighbors | <input type="checkbox"/> email newsletters |
| <input type="checkbox"/> social media and school district | <input type="checkbox"/> library and network by email |
| <input type="checkbox"/> friends and coworkers | <input type="checkbox"/> community presentations |
| <input type="checkbox"/> school district website and signage | <input type="checkbox"/> phone calls by your home |

5. In the future how would you prefer to find out about school district happenings such as the bond issue. Please rank order the following choices with your top priority first and your lowest priority listed last.

- website
- School District approved social media - Facebook & Twitter
- school newsletters
- email newsletters
- text page
- library and network by email
- school website
- community presentations
- phone calls by your home
- school district website and signage
- friends and coworkers
- social media and school district
- Friends & neighbors
- PLCS provided webinars - Streets & Taylor

is focus of the bond issue?

any comments you would like to share regarding the bond issue?

Survey Results

Post Bond Survey...

- N= 1559
 - 80% parents %20 not
 - 28% staff
- 97% Aware
- Sources: email, social, text
- Preferred source: email, newsletters, social
- Talking points very clear (safety, growth and improvements)

Post Bond Survey...

General Comments

- Overkill on communication
- Concerned about taxes
- Support of PLCS
- Want safety focus
- Lack of general understanding
- Want ongoing communication