

The Building Futures, Securing Tomorrow campaign was designed to engage stakeholders and gain support for our upcoming bond election. A cohesive visual identity and thoughtful communication materials support the campaign's core message: the success of our students is vital to the future of our community. We created assets that were visually engaging and informative. When possible, student images were incorporated to humanize the campaign. These images not only brought a personal touch but also reinforced the idea that efforts we make today affect the future of our community. The development of the communication strategy and materials was led by the Communications Department with the goal of ensuring visually consistent assets that are engaging with clear messaging for a broad audience of all stakeholders. Central to the campaign's visual identity is a logo that combines a gear icon and graduation hat, capturing the essence of student success and progress. A dedicated webpage serves as the hub for information. The design provides clear information, user-friendly navigation, and a strategic use of pictures and icons to help visually convey the message. A flyer, distributed to employees, parents/caregivers, and community groups, was designed to be visually compelling and informative, outlining the projects and goals in an easy-to-digest format. The design is simple due to printing in-house to save money. Slides designed for superintendent presentations contain a mix of visuals, including student pictures and text, to reinforce the message. Planned social media posts with consistent graphics and student pictures will amplify the message and increase engagement. While still early in the rollout, the campaign has been well received and is showing promising results. The webpage received over 1,000 views in its first two weeks, with steady traffic indicating ongoing engagement. As we monitor engagement and feedback, we'll adjust strategies to ensure the campaign effectiveness.