



## Bond Task Force – Communications Working Sub-Committee Meeting 1 Summary

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November 30, 2017

Meeting #1, Thursday, November 30, 2017, Ferndale High School

**Attendees: Communications Sub-Committee members**

Name
Joe Lupo
Terry Terry
Gregg Heyne
Connie Faria
Bud Larson
Garin Wallace

### **Staff:**

#### ***Ferndale School District***

- Erin Vincent
- Linda Quinn
- Mark Deebach

#### ***EnviroIssues facilitator***

- Penny Mabie

### **Welcome and Introduction**

Penny opened the meeting and noted that the working sub-committee meetings would be smaller and more informal than full Task Force meetings. She noted the informal structure was designed to encourage discussion and allow a deeper dive into subject matter.

Penny reminded the group that the purpose of the working sub-committee was to help advise the Task Force on communications both to the community and from the community. She said this working sub-committee can help the task force get the word out to the community but will not focus on promoting a bond measure. That effort will occur after the work of the Task Force is completed. Penny noted she will be collecting ideas about how to promote the bond in a “holding pen” and that list would be saved and provided to whatever group forms to promote a bond once the School Board announces it.

Penny reviewed the agenda topics: developing key messages for the Task Force to use as it talks with the community about its work; review a beta version of a new website for the Task Force to communicate its work to the community; and identify potential audiences and techniques for reaching into the community to get input on the bond measure.

## **Key messages:**

Penny asked the group to think about what they say when they talk to people about the Task Force. What do group members think is important to tell people about the Bond Task Force? The following list was brainstormed.

- Gathering information, such as what's important to the community
- Why bond hasn't been successful previously?
- Helping craft a bond recommendation that creates a "reset"
- This is not about just tweaking the last bond measure
- A benefit of building a new building from the ground up is a fresh start
- The Task Force is a group of diverse community members
- The Task Force is open to all opinions
- The Task Force is not a small group of "pre-selected" voices
- The Task Force is trying to fill in information / communication blanks from the last effort
- Trying to understand why a bond is needed
- Trying to understand impacts for grandparents, new residents, etc.
- The committee is inclusive and is trying to hear from and represent all members of the community
- This issue is important to everyone, not just those that have kids in school
- Most students end up going to Ferndale High School; That's why the high school is a key piece. It has the largest student impact and the largest community impact. For example: athletics, theater, band/music, and so on.
- This is the first piece of a larger plan. This is important because the phrase "30-year plan" might scare people
- The time frame is for Task Force recommendations to be completed and presented to the School Board by the end of February. The School District is aiming for a bond measure to be on the November 2018 ballot.
- This effort is Phase I of addressing needs for the district. It is important to complete on time to validate the district and build trust
- This is an opportunity for people to have their needs, issues and concerns addressed
- This process is being led by an outside consultant with an unbiased, fresh view
- Task Force work should include looking at online research about the value to the community.

## **Bond Task Force website**

Penny shared a beta version of a website under development to communicate the work of the Bond Task Force. She led the group through a discussion of each "page" of the site. Recommendations included some terminology changes, establishing visual separation between the task force and the district, changing the language "tone" of the content, and including some additional information. A suggestion was made to add Community to the Bond Task Force header to emphasize this is a community process. Another suggestion was to add a 'sign-up to be involved' or to receive information mechanism to the website

The website is scheduled to go live for the Task Force and the community no later than December 15.

## **Audiences**

Penny asked the group to identify specific audiences that should be invited into and involved in the discussions about what to recommend for the Bond. The following list was brainstormed:

- To and through kids
- Involve realtors



- Chamber of Commerce
- Service groups, such as Rotary, Kiwanis, Eagles, etc.
- Churches
- Discover Ferndale
- Ferndale Neighbors
- Old settlers, Heritage Society
- Senior Center
- Correll Park-type places
- Band boosters
- Alumni
- Red Lion's soccer
- Lummi Nation
- Downtown businesses, including Portal and Grocery Outlet
- Unions
- BP
- Intalco
- 66
- Sampson Rope
- All community sports teams
- Mom's club, pre-school parents
- PTO's
- Proposed process for outreach:
  1. Talk to people
  2. Get them to post / endorse/ support the work of the Community Bond Task Force

## **Means / Techniques for getting the word out**

### ***What:***

There is a task force/we want to reflect the needs of the community/ tell us what you think

### ***How:***

- Web links, presentations, newsletter
- Ferndale Pride style poster
- In-person communications
- Newsletters
- Doorbelling
- Banner ad on Discover Ferndale site
- Facebook ads
- Reader boards such as Lummi, fire stations, city, FHS, downtown school board
- Newspapers/media such as opinion editorials
- Handouts such as flyer with key messages that we can hand out with website URL, etc.
- Radio - KGMI
- Mailers
- Principals' newsletters
- District YouTube channel that:
  - Feature student videos, for example Marty Morvic
  - Students create a talk show
- Instagram
- Blurbs for social media posts



- Provide flyers at realtors' open houses and large development sites
- Service learning project for high school

**Priority Actions:**

- Kids YouTube videos
  - Reach out to organizations to book a speaking engagement
  - Write-up about Task Force
  - Develop tool kit of resources for Bond Task Force members to use for communication
- Messaging should note that the Bond Task Force is an independent group working on behalf of the FSD

**Next steps:**

- Develop a sign-up for Bond Task Force members to « adopt » a group (e.g., Rotary, club, business group, etc.) and be that group's communication liaison, making sure the group understands what the Task Force is doing.
  - Consider using "Sign-up Genius", an application used to coordinate sign-ups
- Provide the specific room location for the Task Force's next meeting at Meridian School District
- Develop draft talking points to hand out to the group at the next Task Force's meeting

**Holding pen**

- Hold regular tours for community members to see facilities
- Schedule in person tours, or video tours for web posting, when school is in session, while the building is working because the community needs to feel it
- Build on / improve pride in community
- Educate people about the need for 60% +1 to approve a school bond
- Develop student narrated videos about the district's facilities needs