



## Bond Task Force: Communications Working Sub-Committee Meeting 2 Summary

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January 17, 2018

**Meeting #2, Wednesday, January 17, 2018, District Office Conference Room**

### **Attendees: Communications Sub-Committee members**

Name
Connie Faria
Gregg Heyne
Joe Lupo
Joey McAlpine
Terry Terry

### **Staff**

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

- Mark Deebach
- Linda Quinn
- Erin Vincent

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

- Penny Mabie

### **Welcome and Introduction**

Penny Mabie, facilitator, briefly welcomed all and reviewed the agenda. She reviewed the previous subcommittee meeting summary and highlighted key points discussed.

### **Revised Key Messages**

Penny shared the key messages developed by the subcommittee at their previous meeting and asked for additions. Suggested additions included:

- It's very important that everything that gets promised gets done
- Counter negative history with positive things happening at the district (current information)

Penny asked Task Force members to think about information that would help the community understand how and why the Task Force arrived at their recommendations. She also asked how the Task Force can demonstrate they are responding to and reflecting community values.

Gregg noted that he is still encountering community members who aren't aware of the Task Force. The subcommittee discussed additional ways to promote the Task Force. One suggestion was to list upcoming meetings on the front page of the Task Force website and invite community members to come observe the work of the Task Force.



Suggestions for key messages about reflecting community values included:

- We are discovering what is already in place in the district
- We are learning what is needed to enhance what is already here
- We are helping to establish the future of education in Ferndale
- We are seeking truth and accountability to make sure the district is spending money responsibly
- A high school is the place where the community gathers. We were named a School of Excellence in the 1990's. We need to get back to that 'vibe'
- We are gathering and listening to ideas from the community
- We are helping to explain and demonstrate accountability
- The education of our children is a priority and needs to be for the community
- We are helping bridge the gap for people not able to participate in the Task Force - we are the community

### **Communication Tools**

Penny asked what resources members need:

- Frequently asked questions and responses (FAQ)
- One-page fact sheets about the needs at each of the district's schools
- A PowerPoint presentation for Task Force members to use to guide discussions with the community

Penny noted her team is working on FAQs and school fact sheets. She asked members to send any questions to be included in the FAQs to her and Erin.

Bud Larson provided a handout to the subcommittee with suggestions for target audiences and messages, some messaging ideas associated with the recommendations, and message distribution methodologies. Penny suggested the handout would be good for the subcommittee to look over and it should be shared with whatever committee develops to promote the bond measure once the School Board makes their decision.

The subcommittee briefly discussed the recommendations being considered by the Task Force. One suggestion for the next Task Force meeting was to consider different options for how to use maintenance and utility savings from a new high school. Those options could include:

- Use savings from new high school to pay for ongoing maintenance of the high school
- Dedicate savings to other critical needs around the district and/or education programming
- Return savings to the community via reduced bond payments (i.e. reduce tax rates)

### **Holding Pen:**

The handout from Bud Larsen will be saved and provided along with other suggestions to whatever promotion committee emerges.