Research
Situational Analysis
Highline needed to pass a new four-year levy in November 2021. This election would fall soon after the federal government granted COVID relief dollars. The public might believe schools do not need additional funding.

Poll Results
The analysis report on our public opinion poll showed that:
- Satisfaction with the overall quality of education and COVID response had dropped about five percentage points since June 2020--mostly with HPS parents.
- Community members generally see the value of supporting schools.
- Tax sensitivity remains high, but about the same as in June 2020.
- Equity and providing equal opportunities to students across the district are the top priorities across demographic groups.
- Parents put a high priority on student social-emotional well-being and funding school staff who address health and safety, including nurses, counselors, and social workers.
- Parents want a wide range of course offerings and advanced courses.

Planning
Strategic Planning & Key Messages
- Show how ESSER funds are being used to support COVID-safe schools as the pandemic continues to impact our communities.
- Educate parents about how we will keep students on grade level.
- Emphasize how funding will help Highline deliver on its commitment to equity and social-emotional well-being.
- Call out how funding will support training for teachers and instructional assistants, high-quality instruction, and broad course offerings for secondary students.

Objectives
Use research and ongoing analytics to drive key messages, strategies, tactics. Create awareness of the levy. Inform audience on key messages.

Goal: Voters will approve the Highline Education Levy by 60%

Implementation
Created and followed a communications plan to deliver on these tactics:
- Levy brochure & quarterly district news postcard mailed to all residents
- Animated levy video shared on social media, internal & external e-newsletters & website
- Facebook Live and virtual town hall events
- Social media campaign highlighting stories about district staff, students and programs
- Purchased advertorial on local news blog
- Purchased digital ads
- Slide deck for school and community presentations in English and Spanish
- Website resources including key messages, tax information, FAQs, videos and staff toolkit.

Evaluation
Levy passage: 62.5% Yes votes
In addition to digital analytics, as part of measuring long-term impacts of funding measures, we will test if levy funding links to increased satisfaction among the general public and parents in a poll to be conducted in June 2022.