RESEARCH
New Braunfels ISD (NBISD) is a fast-growth district located in central Texas off of IH-35 in the second-fastest growing county in the country. NBISD has 14 campuses and is home to more than 9,000 students. Based on the projected student growth, five elementary schools will be over capacity by 2025. A bond committee was formed in February 2021 to recommend a list of proposed projects for a potential bond election. The committee met monthly until June and then weekly in the summer months. The 40-member committee was made up of community members, employees, parents and business leaders. The primary research conducted was through small group discussions with the committee and feedback collected from the community. Additional research was provided through the architects that conducted focus groups and surveys. We also utilized the most-recent demographer’s report. The bond election was called on Aug. 9, 2021, for an election on Nov. 2, 2021. This was the largest bond we had proposed and the first time we had to separate it into propositions due to a new state law. Proposition A was $321 million for school facilities (new and upgrades), infrastructure and buses and district fleet. Proposition B was $20.1 million to upgrade and expand athletic facilities. Proposition C was $6.6 million for technology (new and upgrades). The goal of the campaign was to pass all three bond propositions totaling $348 million and the objective was to garner more than 50 percent of the voters to vote in support of each proposition in the bond referendum by election day.

PLANNING
The target audience was registered voters, more specifically those that had voted in past NBISD elections and employees. We broke it down further to subgroups of employees, parents, students, over 65, booster club members, homeowner associations, civic groups and the chamber of commerce. We focused on key influencers in these groups and recruited a few of them to serve on the bond committee. We set up a speaking tour to get in front of each of the groups. We outlined a social media strategy, online content, advertising campaign, and media relations strategy. We asked for a budget of $18,500 to cover the cost of the various campaign strategies. The communications team of four oversaw the planning along with the superintendent.

IMPLEMENTATION
The social media campaign includes various posts on Facebook and Twitter and a brief paid advertising campaign on Facebook. We utilized a vanity URL - nbisdbond.com - for our online content. We published six pages of content to share a bond overview, proposed projects, taxing information, voting information, FAQs and other resources. We also placed print ads and online ads with both our daily and monthly newspapers, including a cover page sticker that was mailed to all households in the October issue. We consistently worked with the local media to ensure coverage of the election. The bond proposal was well received and resulted in the formation of a Political Action Committee that worked to pass the bond.

EVALUATION
Our Facebook ad reached 20,916 and had 137 reactions and 49 shares. We had a total of 15 Facebook posts over the nearly 7-week campaign period that resulted in more than 19,000 audience reach (average of 1287 per post). We had 83 total likes and 47 comments or shares of these posts for an engagement rate of 4%. Our likes also increased from 5693 to 5950. The dates we ran the Facebook ads, we also saw a spike on our website with 704 visitors. Our advertising in print garnered a reach of 65,000 and online received 100 clicks. The print ads also generated spikes in our website visits ranging from 120-140 visitors. The media strategy resulted in several feature articles and a recommendation from the Editorial Board to support the bond. Our video had 379 views. Additionally, the New Braunfels Chamber endorsed the bond. The voters passed proposition 1 totalling with a 61% passage rate. Proposition C passed with 59% and Proposition failed with 54% against. In the State of Texas, only 109 out of 178 bonds passed. SOURCE The majority that did not pass were athletic related. In the future, I would focus more outreach on the east side where we saw low support.
Your Tweets earned 39.4K impressions over this 64 day period.

During this 64 day period, you earned 615 impressions per day.

[10/28/2021] Promoting New Braunfels ISD
October 28, 2021 at 4:40 PM
ID: 6260497455660

Interactions
👍 137 reactions  ➡ 49 shares

Performance

Reach
- Total: 20,916
- Reach: 20,916

Engagements
- Reactions: 137
- Comments: --
- Shares: 49

Results
- Page Likes: 80
- Cost per result: $12.50
- Page Likes: 80
- Link clicks: 109

Bond 2021

All Users
90.52% Avg Document Interactive Time (sec)

Users
- 1,000

October 2021 to November 2021