TACOMA PUBLIC SCHOOLS

FACTS AND INFORMATION
2022 LEVY CAMPAIGN

NSPRA GOLD MEDALLION ENTRY:
Bond/Finance Campaign

TACOMA PUBLIC SCHOOLS:
601 S. 8th St.
Tacoma, WA 98405
(253) 571-1015
ndoyle@tacoma.k12.wa.us
28,649 students and 4,821 staff members

TEAM LEAD:
Dan Voelpel, Executive Director of Communications
Public Information Office
(12 team members)
SYNOPSIS

In Tacoma Public Schools (TPS), levy funding is a big deal. Local, voter-approved levies have long provided critical funding for TPS and all other school districts across the state.

Our Educational and Operations levy covers around 15% of the school district’s day-to-day operations, including funding for teachers, nurses, counselors and special needs staff. It also provides money for after-school programs, arts, music and athletics. An earlier technology levy provided funding to give every student a laptop to use at school and home, which proved critical during the COVID-19 pandemic when students in Washington state spent the bulk of the 2020-21 school year learning from home. We needed additional funding to replace those laptops, as well as provide for increased network security and privacy protection.

In February 2022, after nearly two years of living in the pandemic, TPS put two levies on the ballot and prepared a Facts and Information campaign to show voters what students and staff would get if they approved the measures. Communications for levy campaigns must be carefully crafted to adhere to the law. In Washington, state law allows school districts to provide factual information about ballot measures but prohibits advocating for those measures.

With both levies, our approach to research, planning implementation, and evaluation was strategic, disciplined, robust and meticulous. Using our research, we developed specific messaging and stuck to it. Our robust content was delivered through multiple channels, strategically using both factual and emotional storytelling to connect with voters. This submission maps out how TPS delivered a strong Facts and Information campaign resulting in overwhelming approval of both levies.

WHO ARE WE?

TPS is the 4th largest school district in Washington. About 62% of our students qualify for free or reduced-price lunch. At any one time, 4.5% are experiencing homelessness. About 10% are English language learners.

Our students have needs that we must provide for, as noted in our district’s strategic plan. We cannot afford to let them down.

DID THE PLAN WORK?

Yes. The levies required a simple majority of 50% + 1 for approval. The measures passed with 66.72% and 67.05% approvals.
After a year and a half in the pandemic, we needed to understand where our community stood in relation to Tacoma Public Schools. The pandemic challenged everyone, but what impact did it have on the electorate’s support of our school district, and how had their priorities shifted? We could not assume anything. We needed local market research to steer our campaign.

We worked with a third-party research group to develop a quantitative survey to evaluate opinions about our school district, its overall performance and key priorities. We considered this work foundational to the entire campaign.

In addition to the content of the research, timing the fieldwork appropriately was critical. While we were anxious over the summer to get to the work of planning and implementing the campaign, we knew that having survey results that reflected community sentiment as close to the election as possible was a valuable tool. As a result, we waited as long as we could to field the survey.

In fall 2021, we conducted a phone survey with 500 people in our school district boundary. They were a mix of current TPS parents and those without children in our schools.

That data created a clear path to the targeted audiences and message development that would shape our entire levy campaign. We would communicate with our entire community - but target parents especially hard - sharing stories showcasing the funding priorities they identified.
PLANNING

We spent a great deal of time in the planning phase of the campaign to ensure we would most effectively use our resources during implementation.

GOAL

We needed to provide voters the information they needed to support our two levies. More specifically, we needed to do it in a timely fashion; demonstrate our proposed levies met their priorities; and show that our past work had a history of success that could help them feel confident in our ability to carry out campaign promises.

TARGET AUDIENCES AND OBJECTIVES

To reach our goal, we broke down our target audiences:
• Parents of students currently enrolled in our schools
• People of voting age without students currently in our schools
• Tacoma Public Schools’ staff.

Our first objective was to provide a soft rollout of information to those audiences in the several months before the election to set a foundation of understanding of how TPS supports its students. Our second objective was to provide more frequent and direct messaging from Jan. 1 to Feb. 8 to all audiences. The idea behind this was to make schools top of mind from the day people received their ballots in the mail through Election Day.

BUDGET

We completed the vast majority of the Facts and Information campaign work in house, including the bulk of our graphic design. However, due to staff resources, we contracted the design of our two “Spotlight” mailers and the printing and mailing fulfillment of all three bulk mail pieces.
• Printing: $50,154 (3 mail pieces with a reach to 106,139 per mailing)
• Postage: $29,853 (3 mail pieces with a reach to 106,139 per mailing)
• Graphic design: $8,332
IMPLEMENTATION

In the implementation phase, we were careful to align our tactics with our existing branding, including friendly, approachable graphics and compelling, conversational storytelling.

We stuck to the schedules we created in the planning phase, which allowed us to time the arrival of our “Facts and Information” mailer and “Spotlight” newsletter with ballots arriving in people’s mailboxes. **It’s important to note that in Washington, all elections are conducted by mail-in ballot. There are no in-person polling locations. Understanding this election mechanism is key to our planning and implementation.**

**HIGH-LEVEL TIMELINE** (See detailed table in Supplemental Materials section)
- September and October 2021: Research, message development
- October and November 2021: Lay the foundation with target audiences, using student-focused stories that reflect what the school district does with levy funds
- December 2021: Bring in community partners and key district leaders for community events and information sharing; continue with storytelling
- January to Feb. 8, 2022 (Election Day): Increase messaging and frequency of storytelling and factual information; time key content to arrive with ballots

**KEY MESSAGES**
- **Prop. 1 supplies teachers and other basics**
- **Prop. 1 maintains clean air and safe water**
- **Prop. 1 provides programs for every student (preschool, arts, music, after-school programs)**
- **Prop. 1 provides ADA accessibility**
- **Prop. 2 maintains technology access for every student and staff member**
- **Prop. 2 provides security and privacy**
- **Neither proposition is a tax rate increase**
TACTICS
The individual tactics we used aligned with our strategy of who to reach, when to reach them, and with which voice. We created a detailed plan (see table in Supplemental Materials section) for social media, leveraging Facebook, Twitter and Instagram. The plan also included timing and messages for e-newsletter stories, principal messages, and other digital tools so we could leverage our high-quality material.

STORYTELLING
- Created two types of videos, one intended to act as a video brochure, noting basic facts about what the levies would provide, and others focused on showing how students’ daily lives are impacted by levy support.
- We closed each video story with a tag to identify it as levy-funded: “Made possible by voter-approved levies.”
- Leveraged the video stories by using the same sources to report print stories that could go into greater depth. Print stories were showcased in our “Spotlight” hard copy newsletter to all mail stops in the school district boundary, on our social media platforms, website and e-newsletters.

DIGITAL AND ONLINE COMMUNICATIONS
- Our TPS website housed a dedicated levy page with a vanity URL, TacomaSchools.org/vote. All levy-related social media posts are linked to this page.
- Page-pops on every page of the site reminded visitors of the upcoming election and encouraged learning about what’s on the ballot.
- A homepage banner highlighted the campaign with related photos and an alert button to learn more.
- Individual school pages all had a prominent, stationary photo that linked to the dedicated levy page.
- We sent parents and staff robocalls, emails and texts from teachers, principals and the school district in the weeks leading up to the election. Teachers and principals were selected to record the voice calls to capitalize on the relationships they have with families. The messages reiterated what the levies would provide and reminders on how, when and where to vote. (See Supplemental Materials section.)
- In the six weeks prior to the election, we used our weekly e-newsletter sent to all TPS families to further leverage video and print stories, as well as remind families how, when and where to vote.
- Used our HUB site for staff to showcase how students and staff across the district benefit from levies, further leveraging existing content.

MEDIA RELATIONS
- We pitched the subjects of our own video and print storytelling to the media and were successful with both print and broadcast outlets.
- We responded to all radio, print and broadcast requests for interviews on the levies, relying on our key messages to shape the stories.
TACTICS, continued

SOCIAL MEDIA

- **“There’s a gap”** series identified what portion of staff and programs are paid for by the state vs. levy funding.

- **Staff members from around our school district participated in a “Don’t forget to vote” campaign** in which they were featured holding signs reminding people to vote.

- **Print and video stories** were shared on our social media platforms and tagged with our election hashtag #ThankYouVoters.

- We used **how to vote and where to vote reminders** to encourage people to register to vote, let them know when ballots were expected to arrive in their home, and where to find boxes where they could securely drop their ballot.

DIRECT MAIL

- **“Facts and Information” mailer** was sent to every mail stop in the school district boundary. It’s the one comprehensive election piece we are legally allowed to send to the community at large. We **make the most of it by timing its arrival to coincide with the arrival of ballots in the mail**. In Washington state, all elections are conducted solely by mail-in ballot; there is no in-person voting.

- **“Spotlight” mailer**, a storytelling vehicle punctuated with high-quality photography and graphics, was sent to every mail stop in the school district boundary. We timed the first edition the arrive in the fall to introduce the idea of winter levies to the electorate. We timed the second edition to arrive just after ballots arrive in people’s homes. “Spotlight” also went to every district staff member.

PRINT PIECES/NON-MAIL

- We developed a **custom levy letter** for school principals to send to their families both in hard copy and email form.

- A **levy brochure** was supplied to people at community events as well as every district staff member.

- **“Facts and Information” posters** were placed by the front desk at all district buildings.

READER BOARD MESSAGES AND PRINT BANNERS

- Messages on school reader boards reminding people to vote were stationed at each school about three weeks prior to the election.
EVALUATION

Our Facts and Information campaign was successful. Proposition 1 collected 66.7% of the “yes” vote, and Proposition 2 collected 67.05% of the “yes” vote. View election results.

The campaign demonstrated that Tacoma Public Schools has strong support in particular from parents of current students, based on metrics from our robocall/email push to that group in the last four days before the election, when 42% of ballots were cast. We also learned that our push to share community ballot drop box locations was warranted: Almost half of the ballots cast were done so in a ballot drop box.

Analytics showed that driving messages to mobile devices resulted in an uptick in views, as well as putting levy-related stories at the top of our weekly e-newsletter.

Our communication team met at least weekly throughout the campaign to review and evaluate the success of communications. That included social media responses, email open rates, website traffic and feedback from staff and constituents. Adjustments were made as needed.

Proposition 1

✓ 66.72% “Yes”
✗ 33.28% “No”

Proposition 2

✓ 67.05% “Yes”
✗ 32.95% “No”

THINKING TOWARD OUR NEXT ELECTION

After the election, our team met to determine what went well and what could be improved next time around. This information was captured in a levy campaign toolkit that we built for future campaigns, ensuring we can use the planning and structure of this campaign to successfully run future campaigns. In that toolkit, we identified areas for improvement:

- **Internal communications**: Many of our employees live in the TPS boundary and are therefore our voters. We can do a better job reaching them with unique content in addition to sharing content created primarily with the public in mind.
- **Event follow-up**: We put a lot of effort into a particular event for community leaders but little to no follow-up in what they did with the levy information they received at the event. To make that event more valuable, we determined these follow-up steps:
  - Develop a stronger call to action for attendees
  - Provide an influencers’ toolkit of pieces attendees can share with their organization’s constituents
  - Track how organizations used that kit to inform their constituents
  - Develop an online version of the event with a strong call to action
  - Develop a miniaturized version of the in-person event for a roadshow
## PHASE 1:

In the first phase, from October through December, we planned a soft rollout of information to our target audiences to reinforce how the district supports our students every day. We also needed to plant the seed of an upcoming levy election, so voters knew they’d see two ballot measures from us in February. Levy messages in this time were distributed as needed, which was not frequent.

<table>
<thead>
<tr>
<th>Tactic</th>
<th>Primary Audiences</th>
<th>Message/content</th>
<th>Timing</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Spotlight&quot; hard copy newsletter</td>
<td>Voters in school district boundary</td>
<td>Student-focused stories that reflect what school district does with levy funds</td>
<td>Drop in the mail in October to set foundation of what district does with levy funds</td>
</tr>
<tr>
<td>Web/dedicated levy page</td>
<td>Voters in school district boundary</td>
<td>Nuts and bolts information about what’s included in levy packages/video content/story content/</td>
<td>Campaign kickoff through Election Day</td>
</tr>
<tr>
<td>(tacomaschools.org/vote)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Levy one-pager/print material</td>
<td>Voters in school district boundary; used primarily as handouts at community meetings</td>
<td>Nuts and bolts information about what’s included in levy packages</td>
<td>Campaign kickoff through Election Day</td>
</tr>
<tr>
<td>Community leadership breakfast/event</td>
<td>Community partners who were asked to spread the word of the levies throughout their organizations</td>
<td>Student-focused stories that reflect what school district does with levy funds</td>
<td>December</td>
</tr>
<tr>
<td>Key talking points for school principals</td>
<td>School principals to deliver information to community members, school parents</td>
<td>Nuts and bolts information about what’s included in levy packages; why it matters to schools</td>
<td>December</td>
</tr>
<tr>
<td>Hub/Internal site for employees</td>
<td>All school district employees</td>
<td>Nuts and bolts information levy packages/video content/print story content/</td>
<td>Campaign kickoff through Election Day</td>
</tr>
<tr>
<td>Web/newsroom page</td>
<td>Voters in school district boundary</td>
<td>Student-focused video and print story-telling/levy package information/voting reminders</td>
<td>Campaign kickoff through Election Day</td>
</tr>
<tr>
<td>Weekly e-newsletter</td>
<td>Parents of Tacoma Public Schools’ students and community partners</td>
<td>Student-focused video and print story-telling/levy package information</td>
<td>October through December</td>
</tr>
<tr>
<td>Social media</td>
<td>Voters in school district boundary</td>
<td>Student-focused video and print story-telling; levy package information</td>
<td>October through December</td>
</tr>
<tr>
<td>School principal talking points</td>
<td>Parents receive these from principals</td>
<td>Nuts and bolts information about what’s included in levy packages</td>
<td>First week of December, to coincide with campaign kickoff</td>
</tr>
</tbody>
</table>
**Supplemental Materials**

**Project Timelines and Planning**

**Phase 2:** From Jan. 1 to Feb. 8 (Election Day), we increased our messaging frequency, addressed the levies more directly, and added more tools to the mix. We continued to provide strong storytelling to show how we support students, but we added messaging about how, when and where to vote, and what specifically was included in the levy packages.

<table>
<thead>
<tr>
<th>Tactic</th>
<th>Audience</th>
<th>Message/Content</th>
<th>Timing</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Weekly e-newsletter</strong></td>
<td>Parents of Tacoma Public Schools’ students and community partners</td>
<td>Student-focused video and print story-telling/levy package information/voting reminders</td>
<td>Jan. 9 to Election Day</td>
</tr>
<tr>
<td><strong>Custom school principal letters to all district families</strong></td>
<td>Parents of Tacoma Public Schools’ students</td>
<td>Personal appeal from trusted person to vote; nuts and bolts information</td>
<td>Week of Jan. 10, to prepare parents for arrival of ballots.</td>
</tr>
<tr>
<td><strong>Web/dedicated levy page (tacomaschools.org/vote)</strong></td>
<td>Voters in school district boundary</td>
<td>Continue to update with video content/story content/</td>
<td>Campaign kickoff through Election Day</td>
</tr>
<tr>
<td><strong>Hub/Internal site for employees</strong></td>
<td>All school district employees</td>
<td>Nuts and bolts information levy packages/video content/print story content/</td>
<td>Campaign kickoff through Election Day</td>
</tr>
<tr>
<td><strong>Web page pops</strong></td>
<td>Parents of Tacoma Public Schools’ students and community partners</td>
<td>Nuts and bolts information /reminder to vote</td>
<td>Jan. 1 to Election Day</td>
</tr>
<tr>
<td><strong>Web/home page banner with link to dedicated levy page</strong></td>
<td>Parents of Tacoma Public Schools’ students and community partners</td>
<td>Nuts and bolts information about what’s included in levy packages/reminder to vote</td>
<td>Jan. 1 to Election Day</td>
</tr>
<tr>
<td><strong>Web/individual school pages</strong></td>
<td>Parents of Tacoma Public Schools’ students</td>
<td>Nuts and bolts information about what’s included in levy packages/reminder to vote</td>
<td>Jan. 1 to Election Day</td>
</tr>
<tr>
<td><strong>Facts and Information mailer</strong></td>
<td>Voters in school district boundary</td>
<td>Nuts and bolts information about what’s included in levy packages</td>
<td>Drop in the mail Jan. 20, to coincide with arrival of mail ballots at home</td>
</tr>
<tr>
<td><strong>“Spotlight” hard copy newsletter</strong></td>
<td>Voters in school district boundary</td>
<td>Student-focused stories that reflect what school district does with levy funds</td>
<td>Drop in the mail Jan. 25 to support the arrival of mail ballots at home</td>
</tr>
</tbody>
</table>
## SUPPLEMENTAL MATERIALS

### PROJECT TIMELINES AND PLANNING

**PHASE 2, Continued**

<table>
<thead>
<tr>
<th>Tactic</th>
<th>Audience</th>
<th>Message/Content</th>
<th>Timing</th>
</tr>
</thead>
<tbody>
<tr>
<td>School reader boards and banners</td>
<td>Community members at large</td>
<td>Remember to vote</td>
<td>Start Jan. 17, the week prior to ballots arriving in the mail</td>
</tr>
<tr>
<td>Robo calls, emails, texts</td>
<td>Parents of Tacoma Public Schools’ students</td>
<td>Remember to vote/ballot drop box locations/brief reminder of levy package content</td>
<td>Start Jan. 22, when ballots arrive, and ramp up the week before Election Day</td>
</tr>
<tr>
<td>Social media</td>
<td>Voters in school district boundary</td>
<td>• Student-focused video and print story-telling</td>
<td>Campaign kickoff to election day, Feb. 8/extreme focus from Jan. 1 - election day</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Levy package information</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• “There’s a gap” series</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• “Don’t forget to vote”</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• TPS staff series</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Voting reminders</td>
<td></td>
</tr>
<tr>
<td>Media relations</td>
<td>Voters in school district boundary</td>
<td>Student-focused storytelling and nuts and bolts information about what's included in levy packages</td>
<td>January through Election Day</td>
</tr>
</tbody>
</table>
iPad unlocks new world for Ben, other students with communication challenges

Support team helps Truman student focus on ‘big stuff’

DeLong teacher leverages technology to cater to individual student needs

Truman Middle School performs at TAM

With TOL, some students find the perfect fit

Voter approved levies support every student, in every neighborhood
SUPPLEMENTAL MATERIALS

DIGITAL AND ONLINE COMMUNICATIONS

Dedicated website

www.TacomaSchools.org/vote

8,650 Page views

6,128 Unique visitors

1 in 5 visitors from page pops
SUPPLEMENTAL MATERIALS

DIGITAL AND ONLINE COMMUNICATIONS, CONTINUED

5 eNewsletters sent
Jan. 9 eNews
Jan. 16 eNews
Jan. 23 eNews
Jan. 30 eNews
Feb. 6 eNews

136,694 Emails sent
50% Open rate
We sent parents and staff robocalls, emails and texts from teachers, principals and the school district in the weeks leading up to the election. Teachers and principals were selected to record the voice calls to capitalize on the relationships they have with families. The messages reiterated what the levies would provide and reminders on how, when and where to vote. 

Example email

4
Automated calls to parents

128,394
Total calls delivered

6
Emails to parents

183,472
Total emails delivered

6
Texts to parents

192,172
Total texts delivered
Q13: Schools appeal for votes

Q13: Kaleigha’s Story

The News Tribune: Tacoma school levies

The News Tribune Editorial: endorsement

Levies support technology, operations (tacomaweekly.com)

School levies keep what’s working (tacomaweekly.com)

“...help us keep the technology going the way it is,” Fagan told The News Tribune from her classroom on Wednesday. “It’s to maintain and enhance the learning. And if we want to be able to have kids be self-learners from elementary school on up, we need to continue saying yes to this levy.”
SUPPLEMENTAL MATERIALS

SOCIAL MEDIA

facebook
@Tacomaschools

27 Posts
112 Shares
609 Likes
1,409 Comments
137,409 People reached
SUPPLEMENTAL MATERIALS

SOCIAL MEDIA

@Tacomaschools

67 Tweets
30 Retweets
92 Likes
23,869 Impressions

What is clickbait? Tacoma’s school librarians help students understand the answer to questions like that, making them educated consumers of what they find on the internet.

Read more about how librarians teach online safety: ow.ly/mYXg5OHIqzh

#ThankYouVoters

ICYMI: The News Tribune recently wrote about the impact that Tacoma’s technology levy would have on students across the district, from the vantage point of DeLong Elementary teacher Jennifer Fagan’s classroom. Read the whole story here: thenewstribune.com/news/local/art...

Through measures like the Educational Programs and Operations levy voters will see on the Feb. 8 ballot, TPS can provide many necessary supports that the state does not fund, such OTs and PTs for students who need them. Read Kaleigha’s story: bit.ly/3FMoe8S
SUPPLEMENTAL MATERIALS

SOCIAL MEDIA

Instagram
@Tacomaschools

43 Posts
159 Shares
1,369 Likes
72,247 Impressions
DIRECT MAIL

3 Direct mail items
Facts and Information Mailer
Fall 2021 Spotlight newsletter
Winter 2022 Spotlight newsletter

106,000 Households
318,000 Mail pieces
### Levy One-Pager

**February 8, 2022 election**
Every child regardless of background deserves the opportunity to reach their full potential.

**Prop 1: Educational Programs & Operations Replacement Levy**
- Funds 15% of day-to-day operations
- Teachers, Books and Salaries
  - Salaries for teachers, custodians, paraprofessionals and other needs staff, usually about half of operations
- Supplies for teaching aids and instructional materials, including books and supplies
- Safety, Security & Privacy
  - Materials, equipment and surveillance for student and staff security, fire and life safety
- Educational Programs for Every Kindergarten
  - Special needs programs and the present accessibility for students and staff
- Programs to improve student performance and engagement
  - Programs to improve student performance and engagement
- Arts, health, athletics, extra-curricular activities, advanced and technical education programs

**Prop 2: Technology Improvements & Upgrades Replacement Levy**
- Access to Technology & Up-to-Date Learning for Every K-12 student
  - Expanding technology access and educational opportunity for students and staff
- Safety, Security & Privacy
  - Increased computer safety, security and privacy protection for all students and staff

**Key Points**
- Non-Expensive, non-money savings
- Informational晚上
- Online learning tool for teachers and students
- Advanced and extra-curricular activities
- Digital and technology education programs

**Cost:**
- Not a tax rate increase
  - The average tax rate increase for a $100,000 home would be 0.0005 (5 cents)

**Register to Vote:**
- You can register to vote online or by mail until 8 days before an election or in person through Election Day.
- www.stem.essence/elec/stems/5217585/107F or 800-446-4979

For More Information:
- www.tacoma18k12.com
- or call the Public Information Office at 253-571-1015

---

### Levy Poster

**PROPOSITIONS 1 AND 2**

**Facts and Information**
Special Election: February 8, 2022

**Replacements of two expiring levies support EVERY student**

**Prop 1: Education Programs & Operations Replacement Levy**
- Funds 15% of day-to-day operations
- Teachers, Books and Salaries
  - Teachers, names, counselors, librarians, paras and special needs staff
- Supplies for teaching aids and instructional materials, including books and supplies

**Prop 2: Technology Improvements & Upgrades Replacement Levy**
- Access to Technology & Up-to-Date Learning for Every K-12 student
  - Expanding technology access and educational opportunity for students and staff
- Safety, Security & Privacy
  - Increased computer safety, security and privacy protection for all students and staff

**Educational Programs for Every Kindergarten**
- Special needs programs and the present accessibility for students and staff
- Programs to improve student performance and engagement
- Arts, health, athletics, extra-curricular activities, advanced and technical education programs

**Cost and Investment:**
- The average tax rate increase for a $100,000 home would be 0.0005 (5 cents)

**Register to Vote:**
- You can register to vote online or by mail until 8 days before an election or in person through Election Day.
- www.stem.essence/elec/stems/5217585/107F or 800-446-4979

For More Information:
- www.tacoma18k12.com/vote
- or call the Public Information Office at 253-571-1015
CAMPAIGN EVENT

Our Superintendent’s Breakfast is about getting the right people in the room. We gathered key community leaders with the intent of sharing levy information that they’ll in turn share with their constituents. At the event, there were 66 guests representing 33 community organizations. We kept the event lively and student-focused with a student emcee, student speaker and teacher speaker. They told personal stories of how levy funding has impacted them.

1 Event

33 Community Organizations

Student performers helped keep the event fun and lively

Students shared how levy funded has benefited her

Samples of Superintendent’s overview presentation on propositions 1 and 2