



INTRODUCTION FOR HOWARD LAKE-WAVERLY-WINSTED PUBLIC SCHOOLS

February 2020



RAPP STRATEGIES

OUR MISSION

AT RAPP STRATEGIES, WE HELP CLIENTS:

Shape Understanding

We make your outreach and engagement plans more effective

Manage Risk

We help you navigate complex issues and mitigate risk to your organization

Strengthen Reputation

We work with you to protect your good name and build reputational capital

Advance Good Ideas

We help you manage challenges and seize opportunities so you can reach your goals



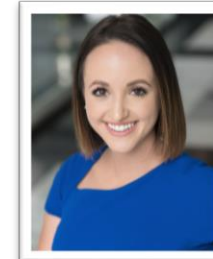
RAPP STRATEGIES

OUR EDUCATION SUCCESSES

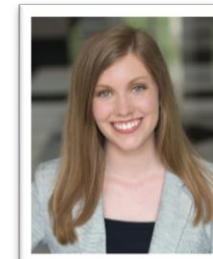
- Referendum experience with 39 Upper Midwest school districts
- Provided strategy/communications services for 15 operating referenda
 - 23 questions total
 - 9 renewals, 11 increases approved
- \$1.9 billion in successful building projects since 2008



Todd Rapp
President and CEO



Sarah Oliver
Senior Account Executive



Anna Paulson
Account Executive



TWO TYPES OF COMMUNICATION DURING A REFERENDUM

INFORMATION

- School District Leads
- Public Dollars
- Inform/Engage Residents
- Factual Information

School Board Members



ADVOCACY

- Citizens Lead
- Private Dollars
- Operates Independently From District
- Find and Turn Out Yes (or No) Voters

A SCHOOL DISTRICT'S ROLE: PRINCIPLE I



An operating levy referendum is about your vision for your schools.

A successful referendum is benchmark that tells you whether your community understands and supports what you believe it takes to be a great school district.

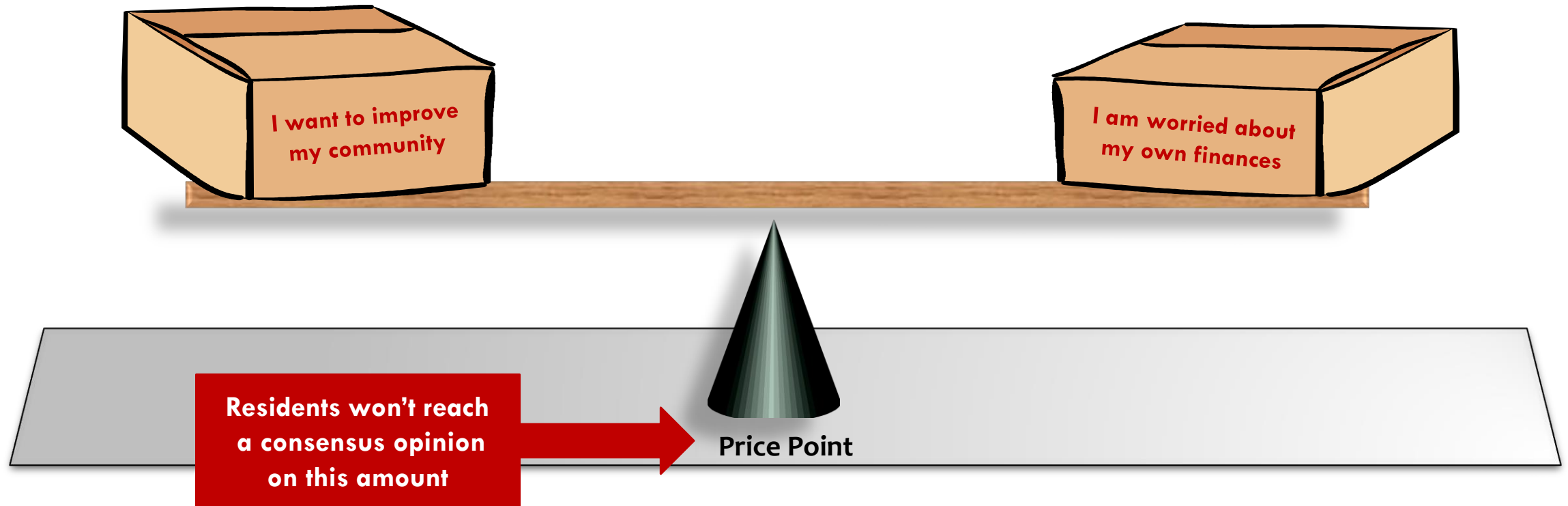
A SCHOOL DISTRICT'S ROLE: PRINCIPLE II



A school district has an obligation to its residents to provide factual information when it is proposing a tax increase.

Failure to adequately communicate is a failure to serve the public.

HOW RESIDENTS THINK ABOUT A REFERENDUM



OPINIONS SHARED BY MOST SUPPORTERS

- Already a high quality of education in local schools
- We get good value from our investment in our schools
- School board/administration makes decisions in the best interest of kids
- I am willing to pay more in taxes to improve education
- I understand how this levy increase will improve education

WHY GOOD LEVY PROPOSALS FAIL TO OBTAIN PUBLIC SUPPORT

- 1) Residents don't trust the Administration and School Board
- 2) Proposal is created without broader community input
- 3) Wrong price point
- 4) Residents don't understand how the plan helps education
- 5) Most of the public discussion is about taxes, not our kids
- 6) School board members and teachers aren't visible
- 7) Public questions are left unanswered

8) Yes Committee doesn't find and motivate enough voters



EIGHT MOST IMPORTANT ITEMS FOR DISTRICT TO COMMUNICATE TO RESIDENTS

1. Value of Our Schools
2. Our Current Challenges
3. The Process
4. The Educational Plan
5. The Benefits
6. Tax Impact
7. Consequences of Inaction
8. How to Find Out More Information

OPTION 1: BASIC COMMUNICATIONS MATERIALS

- Launch/strategy call with district
- Core Messaging
 - *Microsite with naming(Tax calculator developed with financial consultant)*
- Public Fact Sheet
- FAQ
- Monthly update calls in September and October

\$7,000

OPTION 2: ADVANCED COMMUNICATIONS MATERIALS

- All basic materials
- Social media how-to guide
- Editorial calendar
- Three newspaper columns
- Six letters to the editor templates
- 12-15 slide PowerPoint presentation for community discussions
- Call(s) with district to walk through all supplementary materials

\$9,500

OPTION 3: STRATEGY AND MATERIALS

Monthly contract (beginning in April?)

\$3,500/month

STRATEGY

- Referendum question design (working with financial team)
- Manage/analyze resident research projects
- Community engagement
- Board preparation
- Problem-solving

IMPLEMENTATION

- Month-by-month tactical plan
- All materials included in previous slides
- Bi-weekly status calls
- Option: Video creation (with Captivate Media under a separate contract)

QUESTIONS?



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