



CENTENNIAL

SCHOOL DISTRICT 12

CONNECTING. ACHIEVING. PREPARING.

Communication Plan *for Referendum 2026*

School Board Update

May 4, 2026

PRESENTERS:

- Krista Bergert, *Director of Public Information & Community Outreach*
- Susan Brott, *Senior Strategist, CESO Communications*

Referendum Communications

Our Role

- Inform and educate (*NOT advocate*)
- Clear, factual, consistent
- Build trust through transparency

Understanding the Roles

District (our role)

- Provide facts and information
- Explain the plan and questions
- Share financial details

Community (separate)

- Advocacy (Vote Yes / No)
- Organized campaigns

What We've Done So Far

PHASE 1

AWARENESS BUILDING

(Fall 2025 - Winter 2026)

- Introduce Centennial Forward
- Build awareness of needs

PHASE 2

REFINEMENT

(Winter - Spring 2026)

- Refine priorities
- Reflect community input

PHASE 3

INFORMATION PUSH

(May - November 2026)

- Explain referendum
- Provide clear voter information

Preparing for Launch

May 18

- Board action to place referendum questions on November ballot
 - Operating Levy
 - Bond



May 19

- Launch Referendum Communications
 - Clear explanation of both questions
 - Consistent, factual information
 - Community access to resources Organized campaigns



Communications Launch

What the Community Will See

- Website becomes referendum information hub
- Info cards and materials released
- Staff and schools aligned with messaging
- Ongoing updates and FAQs



What Will Be Communicated

What the Community Will Understand

- What each question funds
- Why it's being proposed now
- What it costs
- What happens if questions pass or not



Information Timeline

May - July

August - September

October

November

AWARENESS

May - Board action, communications launch, end-of-year information push

June - Outreach, core materials available

July - community events, reinforce “what & why”

UNDERSTANDING

August - BTS visibility, staff & family engagement, increased outreach

Early September - costs & impacts explained, presentations, early voting awareness

DECIDING

Late September through October - Peak information period, mailers and reminders, early voting GOTV,

VOTE

Nov. 1-3 - Final reminders, Election Day Tuesday, Nov. 3

**** Consistent messaging = all channels**

Website = source of facts



School Board Role

Board members should

- Stay informed
- Be visible
- Use consistent messaging
- Direct questions to official sources
- Avoid advocacy in meetings

Questions/Discussion

