

Special Board Meeting
Monday, April 14, 2025 6:00 PM

District Administrative Offices Board Room
2 Friendship Plaza
Addison, Illinois 60101

Agenda

1. Call To Order
2. Roll Call

3. **Petitions and Hearings**

It is the practice of this Board of Education to provide a place on the agenda for and welcome comments and suggestions from the public. Board Policy 2:230: The School Board will allocate a maximum of 60 minutes during each regular and special open meeting of the Board, any person may comment to or ask questions of the School Board (public participation), subject to the reasonable constraints established and recorded in this policy's guidelines. The time limit for public participation at a meeting may be extended upon the majority vote of the Board members at the regular or special meeting. The Board listens to comments or questions during public participation; responses to comments to or questions of the Board are most often managed through policy 3:30, Chain of Command. Any person appearing before the Board is expected to conduct themselves with respect and civility for others and otherwise abide by Board policy 8:30 Visitors to and Conduct on School Property.

4. Community Engagement Firm Presentation



PROPOSAL TO PROVIDE COMMUNITY ENGAGEMENT SERVICES TO
DUPAGE HIGH SCHOOL DISTRICT 88

MARCH 26, 2025



**BEYOND
YOUR
BASE**

MAKING IT THE COMMUNITY'S PLAN



**BEYOND
YOUR
BASE**

Dr. Jean Barbanente
Superintendent
DuPage High School District 88
2 Friendship Plaza
Addison, IL 60101

March 26, 2025

**Proposal to
Provide
Community
Engagement
Services**

Dear Dr. Barbanente:

Beyond Your Base (BYB) is pleased to present our qualifications to assist DuPage High School District 88 in developing and implementing a comprehensive community engagement program.

Our team collectively brings decades of experience with public engagement programs, having worked on hundreds of tax-related referenda in Illinois and nationally. Over the past five years alone, BYB has been involved with 41 successful referenda, providing more than \$3 billion in funding for our clients.

BYB has assisted many Illinois school districts in garnering strong voter support for their fundings proposals, including many high school districts. Among the high school districts we've served include CHSD 99, Lake Forest 115, LaSalle-Peru 120, Maine Township 207, Mundelein 120, New Trier Township 203, and Warren Township 121.

Community-driven planning is what we do. Our approach centers on transparency and collaboration, ensuring the local community plays a central role in the future of its school district. At the heart of our work is a commitment to listening—truly listening—to taxpayers' thoughts, concerns, and recommendations so that every key decision reflects their needs and priorities.

We would be honored to bring our expertise to this project and welcome the opportunity to discuss our qualifications and proposed approach in more detail. Thank you for your consideration.

Respectfully submitted,

Paul A. Hanley
Co-Founder & Managing Director
Beyond Your Base
303.808.8741
phanley@beyondbase.com

BEYOND YOUR BASE

2500 North Frontage Road, Darien, IL 60561
8181 Arista Place, Suite 100, Broomfield, CO 80021

FOUR-STEP APPROACH

Our public engagement approach involves four key steps: Plan Development, Community Outreach, Public Opinion Research, and Follow-Up Communications.

STEP 1:

Before launching a districtwide community engagement program, it's critical to define a funding proposal that has a strong likelihood of success.

PLAN DEVELOPMENT

The first step of BYB's process focuses on aligning everyone on key parts of the plan, including referendum timing, community engagement tools and strategies to be used, and defining one or more funding proposals to be shared and tested (polled) districtwide. These initial efforts set the stage for a successful public engagement program. BYB would complete the following plan development tasks:

- Review applicable planning and assessment documents and the District's existing communication channels.
- Facilitate a kick-off meeting with District staff and consultants to review and discuss the planning efforts completed to date; election timing issues; proposed community engagement timeline, budget, and assignments; proposed community outreach tools and strategies; proposed public opinion research tools and strategies; planning efforts not yet completed by the architects and construction manager (if any), and the timing of those efforts; and related information.
- Refine the public engagement timeline and budget, including proposed assignments, based on information gathered at the kick-off meeting.
- Conduct one-on-one or one-on-two virtual training sessions with Board of Education members to review and discuss BYB's proposed public engagement process, the ins and outs of public opinion research, voter analysis, timing issues, key lessons learned from 30+ years of referenda, and factors to consider in developing a possible funding proposal to share and test districtwide.
- Engage bond counsel to prepare one or more preliminary ballot questions based on the proposal(s) to be shared with the community.
- Develop preliminary messaging, including an initial draft of a frequently asked questions (FAQ) document.
- Assist the District in further refining one or more funding proposals to vet with a Citizen Task Force.
- Gather feedback on the funding proposal(s) from a Citizen Task Force. The Task Force would be comprised of civic, business, faith-based, and education leaders; parents and non-parents; seniors; and other community members, properly representing a broad cross-section of district residents.
- Keep the Board of Education informed about the status of key deliverables in the plan development process and seek their decision on what to share and test districtwide once the plan development tasks are complete.

STEP 2:

Properly informing residents about the District's possible funding proposal requires outreach efforts across multiple communication channels.

COMMUNITY OUTREACH

After the Board of Education chooses one or more funding proposals to test districtwide, BYB will assist District 88 with a comprehensive public information program. BYB's public engagement process ensures residents have a strong understanding of the District's capital facility needs, proposed solutions, project urgency, estimated costs, and anticipated benefits. Highly focused, impactful dialogue must take place well before the final public opinion research is conducted.

BYB will assist District 88 with these and other community outreach steps:

- Create branding specific to the funding proposal, update the FAQ document, and refine talking points customized for specific audiences.
- Work with the District and bond counsel in further refining the ballot question(s) to be tested.
- Develop a fact sheet for posting online and for distribution at outreach meetings.
- Create a maximum of two informational mailers, including copywriting, graphic design, assembling mailing lists, and printing and mailing oversight.
- Prepare a presentation deck for in-person outreach meetings and webinars.
- Design presentation boards for each District 88 school to help inform students, District employees, and parents about the proposed improvements at each high school.
- Assist in developing an earned media calendar and reviewing press releases about the possible funding proposal and pre-referendum planning efforts.
- Develop and oversee the execution of text messages to promote community information meetings, open houses, and/or related outreach efforts.
- Recommend content and layout of landing page on the District's website devoted to the possible funding proposal, ensuring the community (and press) has easy access to key information.
- Review a tax calculator prepared by the municipal advisor.
- Assist in preparing social media posts associated with the possible funding proposal, including the development of a standard template.
- Work closely with the videographer, including brainstorming on content, critiquing scripts, and reviewing drafts of informational videos.
- Develop and implement a digital communication strategy, including creating animated banner ads and working with the videographer on short video clips.
- Identify opportunities for the District to leverage existing communication channels.
- Continue communications-related support and program updates, including guidance on addressing misinformation or misunderstandings related to the possible funding proposal.
- Establish check-in meetings with District staff upon implementation of the public outreach program.

STEP 3:
By effectively developing, executing, and analyzing public opinion research, we won't have to guess whether voters will support District 88's funding proposal at the polls.

PUBLIC OPINION RESEARCH

After the community outreach program (Step 2) has been implemented, BYB recommends that both a public opinion survey be conducted.

Mail/Online Survey

BYB recommends that all registered voters within District 88 have the opportunity to weigh in on the District's possible funding proposal. This can best be accomplished by sending a mail survey and fact sheet that includes a QR code linking to an online survey. Approximately 10 days after the mail survey is delivered, BYB would send a text message to registered voters in the District for whom we have identified a cell phone number. The text message would have a link to a fact sheet as well as the online survey, both of which would be available in English and Spanish.

The survey would assess voters' attitudes and opinions on 1) their overall view of District 88 and its facilities, 2) support for various parts of the funding proposal, 3) tax sensitivity, 4) trust in the District to use taxpayer monies wisely, 5) arguments for and against the proposal, and 6) support for the proposal across key demographics (e.g., gender, age, whether they have a child in the District, etc.).

BYB would oversee development of the survey questions, graphic design, printing and mailing of the mail survey and fact sheet, development and implementation of the text message, digital communications that promote survey participation, analysis of results, and communication of findings via a presentation deck to the Board of Education.

The District would have the opportunity to review the informational mailer, survey questions, and text message prior to their implementation.

Scientific Multi-Modal Phone Poll

In addition to a mail/online survey, District 88 may also want to pursue a scientific multi-modal phone poll. Public Opinion Strategies (POS), or an alternate pollster selected by the District, would develop and implement the poll. The structure of the poll would allow the District to test more than one funding proposal as well as test slight modifications to possible messaging. Similar to the online survey, the multi-modal phone poll would assess voters' attitudes and opinions on their overall view of District 88 and its facilities, support for various parts of the funding proposal, tax sensitivity, trust in the District to use taxpayer monies wisely, arguments for and against the proposal, and support for the proposal across key demographics.

STEP 4:

It is extremely important for the District to continue the conversation with the community after completing the public opinion research and, if pursued, after adopting the Election Resolution.

FOLLOW-UP COMMUNICATIONS

Ballot Question

If the Board of Education decides to proceed in developing the Election Resolution to place a bond referendum on the ballot, BYB would update bond counsel on the results of the public opinion research and provide advice on opportunities to refine the final ballot question.

Ongoing Communication Efforts

District residents tend to pay the most attention to a referendum as Election Day approaches. That's why it is crucial for the District to maintain community engagement even after adopting the Election Resolution.

BYB would continue to assist District 88 with communication efforts following adoption of the Election Resolution, including:

- Assisting with the development and implementation of a second round of digital communications
- Developing a maximum of three voter information pieces
- Recommending additional social media posts
- Reviewing additional press releases
- Reviewing the District's website to ensure important updates are made after adopting the Election Resolution
- Updating the presentation deck as needed
- Executing additional text messages to promote informational meetings
- Providing ongoing thoughts and recommendations on how best to leverage existing communication channels

All Referendum-Related Communications Reviewed by Counsel

BYB recommends that District 88's attorney review all communications associated with the funding proposal, both before and after the adoption of the Election Resolution (if pursued). This includes mailers, social media posts, the District's website landing page, text messages, and other referendum-related information.

SAMPLING OF CLIENTS SERVED

Following are some of the many public entities BYB team members have assisted with one or more tax-related referenda:

- Adams County School District 14
- Aspen School District
- Basalt Library District
- Calhan Fire Protection District
- Carbon County
- Carbon County School District
- Casper College
- Central Colorado Water Conservancy District
- Central Wyoming College
- City of Englewood
- City of Firestone
- City of Fruita
- City of Louisville
- City of Palos Heights
- City of Sheridan
- Colorado River Fire Rescue
- Durango Fire Protection District
- Community High School District 99
- Converse County
- De Beque School District
- Downers Grove Grade School District 58
- Eagle County School District
- Eaton Area Park & Recreation District
- Estes Valley Recreation and Park District
- Falcon Fire Protection District
- Fowler School District
- Frankfort Park District
- Fraser Valley Metro Recreation District
- Frederick Firestone Fire District
- Garfield School District RE2
- Garfield County School District 16
- Glencoe Park District
- Glenview Park District
- Glenview School District 34
- Grand River Health
- Gunnison Watershed School District RE-1J
- Haxtun School District
- Holyoke School District
- Huntley Area Public Library District
- Ignacio School District
- Indian Prairie School District 204
- Jackson College
- Joliet Park District
- Joliet Public Schools District 86
- Kirtland Community College
- Lake Forest High School District 115
- Lake Michigan College
- LaPlata Archuleta Water Conservancy District
- Larimer County
- Larkspur Fire Protection District
- LaSalle-Peru Township HSD 120
- Lemont Library District
- Lemont Park District
- Louisville Fire Protection District
- Lyons Fire Protection District
- Maine Township High School District 207
- Mapleton School District
- Meeker School District
- Montcalm Community College
- Montrose Recreation District
- Mount Prospect School District 57
- Mt. Prospect Park District
- Mundelein High School District 120
- Muskegon Community College
- New Trier Township High School District 203
- Northbrook/Glenview School District 30
- North Metro Fire Protection District
- North Shore School District 112
- Palatine Community Consolidated School District 15
- Platte Valley School District
- Platteville-Gilcrest Fire Protection District
- Park County
- Park District of La Grange
- Park Ridge Park District
- Park Ridge-Niles School District 64
- Pueblo Library District
- Pueblo School District No. 60
- Ridgway School District
- Salida School District
- Security Fire Protection District
- Security Water District
- Socorro County
- Sweetwater County
- Sweetwater County School District #1
- Summit School District
- St. Vrain Valley School District
- Telluride School District
- The Winnetka Public Schools District 36
- Thompson School District
- Town of Bennett
- Town of Eaton
- Town of Frederick
- Town of Windsor
- Trilakes Monument Fire Protection District
- Warren Township High School District 121
- Weld County School District Re-1
- Weld County School District Re-3J
- Weld County School District Re-4
- Weld County School District Re-5J
- Weld County School District Re-8
- West Chicago Park District
- West Grand School District
- Westminster Public Schools
- Village of Franklin Park
- Village of Villa Park
- Windsor-Severance Fire Protection District
- White Oak Library District

“ Paul Hanley and his team of referenda specialists have assisted our school district with five successful ballot measures, providing more than \$1.5 billion in funding. Their taxpayer-focused strategies have allowed our district to address its highest priority capital improvement and operating needs, benefiting more than 30,000 students. **”**

Dr. Don Haddad
 Superintendent, St. Vrain Valley School District
 (2013 National Superintendent of the Year)

OVERVIEW OF **RECENT SUCCESSFUL REFERENDA** **(PAST FIVE YEARS)**

- 41 Successful Referenda
- \$3 Billion in Voter-Approved Funding
- 27 School District Referenda
- Issues Ranging in Size from \$285,000 to \$739.8 Million

Client	Election Date	Referenda Type	Funds Provided	Support Level
St. Vrain Valley School District, CO	November 2024	Bond	\$739,800,000	74.0%
Platte Valley School District, CO	November 2024	Mill Levy	\$3,229,813	62.7%
Platte Valley School District, CO	November 2024	Bond	\$89,500,000	62.4%
Indian Prairie School District 204, IL	November 2024	Bond	\$420,000,000	73.6%
Park Ridge-Niles School District 64, IL	November 2024	Bond	\$89,100,000	64.6%
Mundelein High School District, IL	November 2024	Bond	\$149,500,000	56.2%
Park District of La Grange, IL	November 2024	Bond	\$13,860,000	74.3%
Glencoe Park District, IL	November 2024	Bond	\$14,700,000	69.1%
Mt. Prospect Park District, IL	November 2024	Bond	\$46,225,000	64.2%
Lemont Park District, IL	March 2024	Bond	\$17,000,000	70.0%
CCSD 46, IL	March 2024	Mill Levy	\$6,000,000	54.0%
Montcalm Community College, MI	February 2024	Mill Levy	\$3,600,000	50.3%
North Metro Fire Rescue District, IL	November 2023	Mill Levy (No Sunset)	\$4,185,808	75.6%
Telluride School District, CO	November 2023	Bond	\$31,800,000	63.5%
Town of Eaton, CO	November 2023	Sales Tax (No Sunset)	\$1,575,000	60.5%
Joliet Public Schools District 86, IL	April 2023	Bond	\$99,500,000	71.6%
Lake Forest High School 115, IL	April 2023	Bond	\$105,700,000	50.8%
North Shore SD 112, IL	November 2022	Bond	\$114,400,000	72.0%
Downers Grove School District 58, IL	November 2022	Bond	\$179,000,000	67.5%
The Winnetka Public Schools District 36, IL	November 2022	Bond	\$59,400,000	64.6%
Palatine Community Consolidated School District 15, IL	November 2022	Bond	\$93,000,000	62.9%
Gunnison Watershed School District, CO	November 2022	Bond	\$95,000,000	51.0%
Park Ridge Park District, IL	November 2022	Bond	\$35,200,000	55.9%
Warren Township High School District 121, IL	June 2022	Mill Levy	\$13,250,000	53.0%
Frederick Firestone Fire District, CO	May 2022	Bond	\$27,975,000	52.0%
Ridgway School District, CO	November 2021	Bond	\$12,100,000	69.0%
Ridgway School District, CO	November 2021	Mill Levy	\$594,000	65.0%
Security Fire Protection District, CO	November 2021	Mill Levy	\$2,400,000	62.0%
Colorado River Fire Rescue, CO	November 2021	Mill Levy	\$3,290,000	68.0%
Weld County RE-5J School District, CO	November 2020	Bond	\$149,000,000	56.0%
Weld County RE-5J School District, CO	November 2020	Mill Levy	\$4,000,000	54.0%
Aspen School District, CO	November 2020	Bond	\$94,000,000	73.0%
Calhan Fire Protection District, CO	November 2020	Mill Levy	\$285,000	64.0%
Glenview School District 34, IL	March 2020	Bond	\$119,000,000	65.0%
Fowler School District, CO	November 2019	Bond	\$4,900,000	50.1%
Town of Frederick, CO	November 2019	Sales Tax	\$1,490,000	62.0%
Louisville Fire Protection District, CO	November 2019	Mill Levy	\$2,819,326	74.6%
Platte Valley School District, CO	November 2019	Bond	\$26,575,000	53.7%
Platte Valley School District, CO	November 2019	Mill Levy	\$2,905,840	55.7%
Salida School District, CO	November 2019	Annexation	\$0	60.5%
Pueblo School District, CO	November 2019	Bond	\$218,250,000	56.9%
TOTAL VOTER-APPROVED FUNDING:			\$3,094,109,787	
AVERAGE LEVEL OF SUPPORT FOR 41 REFERENDA:				62.6%

ADDITIONAL DETAILS REGARDING ILLINOIS SCHOOL DISTRICT ENGAGEMENTS (2012 - 2024)



Core Public Engagement Services Provided

Voter Analysis & Timing Recommendations	Assist with Crafting Proposal(s) to Share & Test	Develop Timeline & Budget	Message Development, FAQ, Other	Facilitate Citizen Task Force Meeting(s)	Develop Informational Mailers/Other Comms	Assist with Website Landing Page	PowerPoint & Outreach Prep	Public Opinion Research	Assist with Development of Ballot Question	Assist with Follow-Up Communications
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- 19 Successful Illinois School District Referenda Since 2012
- \$1.96+ Billion in Voter-Approved Funding
- 16 Bond Referenda and 3 Limiting Rate Measures
- 13 of 19 Referenda Passed with Over 60% Support (61% - 73.6%)

Client	Election Date	Ref. Type	Funds Provided	% Support	Voter Analysis & Timing Recommendations	Assist with Crafting Proposal(s) to Share & Test	Develop Timeline & Budget	Message Development, FAQ, Other	Facilitate Citizen Task Force Meeting(s)	Develop Informational Mailers/Other Comms	Assist with Website Landing Page	PowerPoint & Outreach Prep	Public Opinion Research	Assist with Development of Ballot Question	Assist with Follow-Up Communications
Indian Prairie SD 204	November 2024	Bond	\$420,000,000	73.6%	X	X	X	X	X	X	X	X	X	X	X
Park Ridge-Niles SD 64	November 2024	Bond	\$89,100,000	64.6%	X	X	X	X	X	X	X	X	X	X	X
Mundelein HSD 120	November 2024	Bond	\$149,500,000	56.2%	X	X	X	X	X	X	X	X	X	X	X
CCSD 46 (Grayslake)	March 2024	Mill Levy	\$6,000,000	54.0%	X	X	X	X	X	X	X	X	X	X	X
Joliet SD 86	April 2023	Bond	\$99,500,000	71.6%	X	X	X	X		X	X	X	X	X	X
Lake Forest HSD 115	April 2023	Bond	\$105,700,000	50.8%	X	X	X	X		X	X	X	X	X	X
North Shore SD 112	November 2022	Bond	\$114,400,000	72.0%	X	X	X	X	X	X	X	X	X	X	X
Downers Grove SD 58	November 2022	Bond	\$179,000,000	67.5%	X	X	X	X	X	X	X	X	X	X	X
Winnetka SD 36	November 2022	Bond	\$59,400,000	64.6%	X	X	X	X	X	X	X	X	X	X	X
CCSD 15 (Palatine)	November 2022	Bond	\$93,000,000	62.9%	X	X	X	X	X	X	X	X	X	X	X
Warren Twp HSD 121	June 2022	Mill Levy	\$13,250,000	53.0%	X	X	X	X	X	X	X	X	X	X	X
Glenview SD 34	March 2020	Bond	\$119,000,000	65.0%	X	X	X	X	X	X	X	X	X	X	X
CHSD 99 (Downers Grove)	March 2018	Bond	\$136,600,000	62.0%	X	X	X	X	X	X	X	X	X	X	X
Mount Prospect SD 57	March 2018	Mill Levy	\$5,700,000	70.0%	X	X	X	X	X	X	X	X	X	X	X
Maine Twp HSD 207	November 2018	Bond	\$195,000,000	61.0%	X	X	X	X	X	X	X	X	X	X	X
Northbrook/Glenview SD 30	April 2017	Bond	\$36,300,000	75.5%	X	X	X	X	X	X	X	X	X	X	X
LaSalle-Peru Twp HSD 120	November 2016	Bond	\$35,955,000	50.5%	X	X	X	X	X	X	X	X	X	X	X
New Trier Twp HSD 203	November 2014	Bond	\$89,000,000	65.0%	X	X	X	X	X	X	X	X	X	X	X
Brookwood SD 167	November 2012	Bond	\$15,800,000	68.0%	X	X	X	X	X	X	X	X	X	X	X

ILLINOIS SCHOOL DISTRICT REFERENCES

North Shore School District 112

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Indian Prairie School District 204

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Mundelein High School District 120

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Park Ridge-Niles School District 64

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Community Consolidated School District 46

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Joliet Public Schools District 86

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Downers Grove Grade School District 58

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Community High School District 99, Downers Grove

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LaSalle-Peru Township High School District 120

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New Trier Township High School District 203

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Glenview School District 34

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Additional references are available upon request.

CLIENT TESTIMONIALS

“ The passage of our \$420 million bond referendum would not have been possible without Beyond Your Base's strategies focused on carefully listening to our taxpayers over many months of public engagement. They provided exemplary support and guidance in helping to make a herculean task more manageable and doable. The professionals at BYB, led by Paul Hanley, take what is difficult and make it simple for all to understand. It was the right choice to go with Beyond Your Base. We are grateful for their support. ”

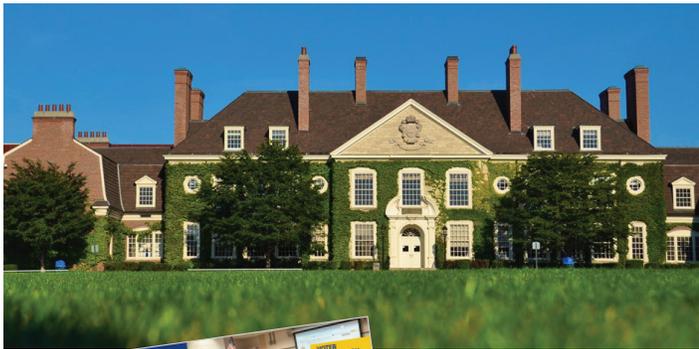


Dr. Adrian Talley
Superintendent
Indian Prairie School District 204

“ Paul Hanley is a force. Data-driven, keenly thoughtful, and singularly focused on building strong public support, Paul and his team at Beyond Your Base helped us educate and inform a deeply divided electorate. Drawing upon his 30-plus years of referendum-related experience, Paul gave us the insights, strategic guidance, and confidence we needed to deliver a winning \$105.7 million bond to address the aging infrastructure of our 88-year-old high school. No one knows this kind of work better than Paul Hanley. ”



Dr. Matthew Montgomery
Superintendent
Lake Forest High School District 115



Frequently touted as one of the nation's most beautiful schools, Lake Forest High School faced critical facility needs due to aging infrastructure. Despite the significant tax impact, voters approved a bond referendum to replace the school's HVAC, plumbing, and electrical systems; modernize science labs and classrooms; enhance student support spaces; improve safety and security; and more. This investment preserved a cherished public landmark while elevating the learning environment for the District's high-performing student body.

CLIENT TESTIMONIALS

“ Beyond Your Base was instrumental in shaping the information campaign that led to the passage of our \$149.5 million referendum in November 2024. Their use of taxpayer-focused strategies and public affairs expertise created a roadmap to success. They were able to simplify complex issues, analyze voter tendencies, and provide clear and consistent direction to turn community support into voter action. ”



Dr. Kevin Myers
 Superintendent
 Mundelein School Districts 75 and 120

“ Our 2022 bond referendum for \$114,400,000 was successful because we followed the steps outlined by Paul Hanley of Beyond Your Base. North Shore School District 112 passed its bond measure with 72% “yes” votes. This mandate and community support can be attributed to the Board & administration’s work with Paul Hanley and Beyond Your Base. The District last successfully passed a bond measure 25 years ago, and a brutal failed referendum effort in 2016 that nearly broke the community apart. Paul Hanley’s expertise helped restore the community’s faith in the Board of Education. ”



Dr. Michael Lubelfeld
 Superintendent
 North Shore School District 112



After completing the first phase of its long-range facilities plan, North Shore School District 112 sought voter approval for a sizable funding measure to support the next phase, targeting repairs and renovations at five aging elementary schools. The plan gained overwhelming community support, allowing for substantial improvements to safety, security, infrastructure, accessibility, exterior envelope, and learning environments.



**BEYOND
 YOUR
 BASE**

CLIENT TESTIMONIALS

“ Paul Hanley and the Beyond Your Base team helped us achieve 71% support for a \$99.5 million referendum in April 2023. With a clear understanding of our voter base, Paul and his team developed materials that communicated the District’s need to improve its aging facilities. Feedback from BYB’s public opinion research then helped us outline a community-driven path toward success. Paul’s wisdom and guidance made all the difference. ”

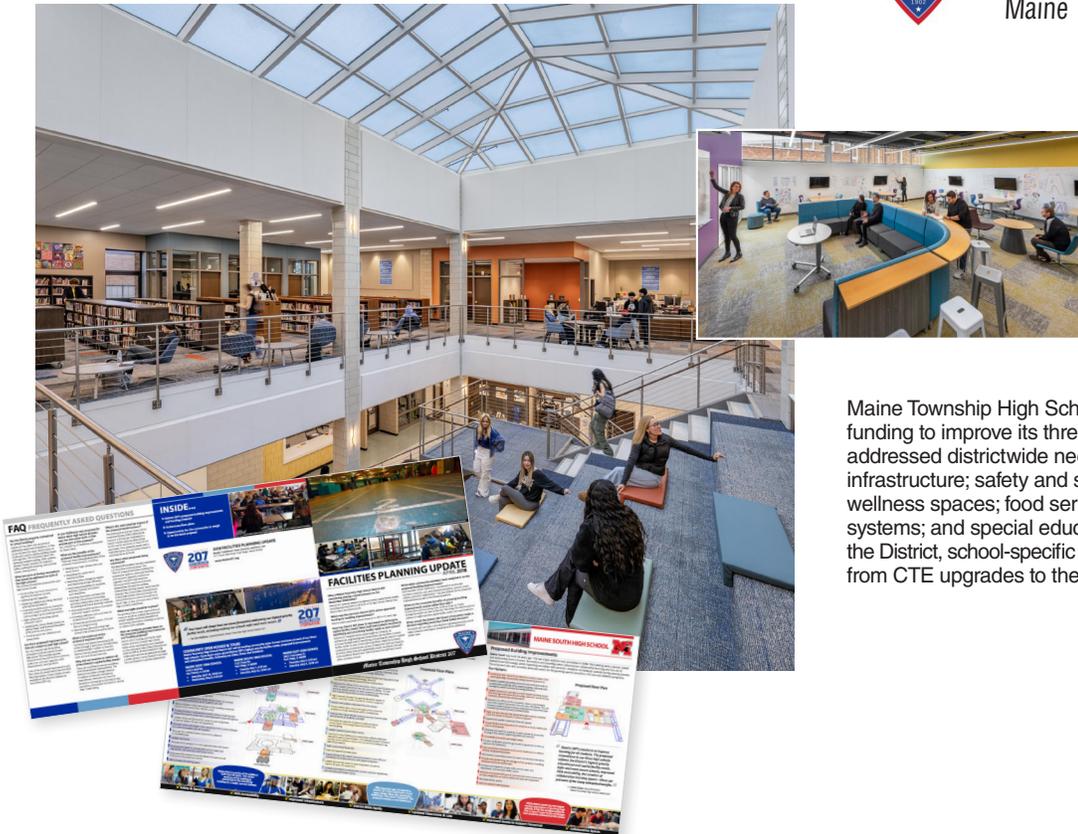


Dr. Theresa R. Rouse
Superintendent
Joliet Public Schools District 86

“ As school districts consider referendums to modernize and improve their school buildings, it is imperative that the process include skilled and expert advice, which is precisely what Paul Hanley provides. Paul has helped many districts, including ours, run successful campaigns. He is one of the nation’s very best referendum consultants, and districts that want to get it right the first time can count on Paul Hanley to give them the best chance of success. ”



Dr. Ken Wallace
Former Superintendent
Maine Township High School District 207



Maine Township High School District 207 secured voter-approved funding to improve its three aging high schools. The plan addressed districtwide needs, including updates to infrastructure; safety and security; learning spaces; health and wellness spaces; food service and dining areas; fire suppression systems; and special education spaces. To ensure parity across the District, school-specific enhancements were also implemented—from CTE upgrades to the addition of a new fieldhouse.

CLIENT TESTIMONIALS

“When we were considering referendum consultants, we were told by colleagues who had successfully passed referendums: “Hire Paul Hanley, and then do exactly everything that he says!” I’m pleased to say that we followed that great advice, and now I’m passing it on to others. We trusted Paul every step of the way. He has a strong process, and always has another way to get at a problem.”

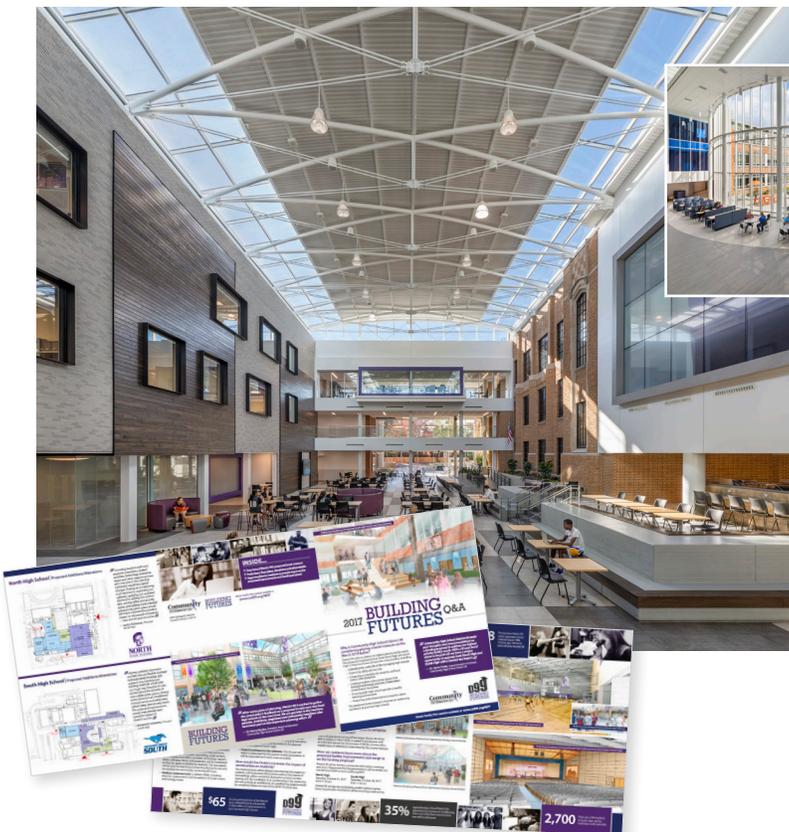


Dr. Lynn Glickman
Superintendent
Community Consolidated School District 46

“Paul Hanley’s approach is about connecting, listening, and understanding the community. His efforts helped us determine what our taxpayers valued and his work was essential in passing a \$136.6 million bond issue with strong support. As our construction is underway, I am continually complimented on the process of securing support for the project as a key part of the product. The two are inseparable to our residents.”



Dr. Hank Thiele
Superintendent
Community High School District 99



Community High School District 99’s two high schools faced significant capital needs, including infrastructure updates, improved safety and security measures, enhanced ADA accessibility, and the addition of air conditioning in classrooms. Plans also included modernizing instructional spaces, creating learning commons with shared community use at each school, and upgrading athletic fields. The ambitious initiative, designed to preserve historic elements of each campus while transforming learning environments for the 21st century and beyond, was shaped through strong community input, and ultimately gained voter approval.

CLIENT TESTIMONIALS

“ Paul Hanley and Beyond Your Base played a critical role in helping our large and diverse district pass a successful referendum measure in November 2022. Paul draws from an incredible depth of knowledge surrounding the very complex referendum process, shares lessons learned in order to help guide the work of your district’s pre-referendum campaign, while also serving as a no-nonsense sounding board throughout all aspects of work prior to and after the Board adopts a referendum measure. ”



Dr. Laurie Heinz
 Superintendent
 Community Consolidated School District 15

“ New Trier Township High School District 203 retained Paul Hanley to help us develop and implement a comprehensive public outreach program. He assisted our team with issue framing, voter analyses, public opinion research, direct mail, earned media, and other important tasks. In the end, our district was successful in obtaining 65 percent support for an \$89 million bond issue. I was extremely impressed with Mr. Hanley’s knowledge, expertise, guidance, and responsiveness to our needs. ”



Dr. Linda Yonke
 Former Superintendent
 New Trier Township High School District 203



New Trier Township High School District 203’s bond referendum passed with overwhelming support in 2014. Improvements included new and renovated classrooms, labs, engineering rooms, fine arts spaces, and a new library and cafeteria at the Winnetka High School Campus.



CLIENT **TESTIMONIALS**

“ Our bond measure passed with 76% support. Why? Because we asked our community what they wanted to do with their schools. Paul Hanley and his team guided authentic stakeholder engagement that generated our community’s plan. People support what they help to create. ”



Dr. Brian K. Wegley
 Former Superintendent
 Northbrook/Glenview School District 30

“ District 58 faced several daunting challenges regarding its facilities. The 13 schools were in need of critical repairs totaling \$179 million. The last successful referendum in the District was 30 years ago and the last comprehensive referendum that addressed all facilities passed in 1950. To put it mildly, passing any type of upgrades to the schools was extremely challenging in our community. Paul Hanley and the team from Beyond Your Base helped us engage our entire community and finalize a plan that had widespread support. The ballot measure passed by a wide margin with approximately 68% support. ”



Dr. Kevin Russell
 Superintendent
 Downers Grove Grade School District 58



Downers Grove Grade School District 58’s successful referendum funded critical capital facility improvements at its 13 schools, addressing roofing, plumbing, electrical, HVAC, and various state-mandated repairs. Secure entry vestibules were constructed districtwide, and two middle schools were reconfigured with additions and renovations to accommodate sixth-graders previously attending elementary schools.

CLIENT TESTIMONIALS

“ Through a comprehensive public policy program, Paul Hanley was able to define what our local taxpayers would support and presented these results in a clear and understandable manner. Without his guidance, we would have surely asked for too much at the ballot box. ”



Dr. Steven R. Wrobleski
Superintendent
LaSalle-Peru High School District 120

“ The Winnetka Public Schools directly benefited from the extensive expertise of Paul Hanley and the team at Beyond Your Base. As we navigated a second attempt at a referendum effort that was more representative of the community's priorities and needs, Paul's thoughtful guidance was evident in every step in the process. As a result of Paul Hanley's partnership, the ballot measure passed with over 60% support, allowing our school district to make necessary repairs and improvements given a \$59.4 million dollar project approval. ”



Dr. Kelly Tess
Superintendent
Winnetka Public Schools District 36



Winnetka Public Schools District 36 secured voter-approved funding to make essential capital facility improvements at its five schools. Improvements included secure entry vestibules and other safety upgrades; ADA enhancements; electrical, plumbing, and HVAC system updates; and high-priority additions and renovations.

CLIENT TESTIMONIALS

“ Beyond Your Base provided Glenview School District 34 with a comprehensive approach to educating the public, assessing its wishes, and involving community stakeholders. Our successful \$119 million referendum is evidence of a well-informed community that understood the need for and the benefits of the improvements and the positive impact this will have for decades into the future. ”



Dr. Dane A. Delli
Superintendent
Glenview School District 34

“ Through the tireless, top-notch efforts of Beyond Your Base, our \$89 million bond referendum passed with 64% support. There’s no better firm when it comes to the development of referenda that meet the needs of both taxpayers and the public entity. In fact, community trust in our school district has grown exponentially as a result of the taxpayer-focused public engagement process that Beyond Your Base helped us develop and implement. I truly believe they are the best! ”



Dr. Ben Collins
Superintendent
Park Ridge-Niles School District 64



Park Ridge-Niles School District 64 crafted a strategic plan to preserve and enhance its seven aging schools while addressing the significant tax sensitivity of its electorate. Voters approved referendum funds for districtwide critical infrastructure upgrades; health and safety improvements; and classroom modernization, as well as further updates to Emerson Middle School and a comprehensive overhaul of the community’s iconic Lincoln Middle School.

KEY PERSONNEL

The BYB team assigned to this engagement collectively has 130+ years of communications experience.

- **Paul Hanley** will oversee all services BYB provides to District 88.
- **Skylar White** will assist with project management, including public opinion research, and will oversee digital communications.
- **Kim LaPat** will assist in the development of written content and play a lead role in editing all communications prepared by BYB.
- **Warren Howell** will provide art direction and oversee graphic design services.
- **Alicia Hutchens** will provide graphic design support.
- **Melody Lawrence** will assist with the development and implementation of social media strategies.



Paul A. Hanley
Co-Founder & Managing Director

Paul Hanley has successfully guided hundreds of tax-related ballot measures over the past 33 years, working with school districts, municipalities, counties, community colleges, park districts, fire districts, and other special districts.

With a deep commitment to serving both clients and taxpayers, he has helped secure strong voter support for bond measures, sales tax proposals, and other tax-related referenda, initiatives that have generated billions of dollars in funding. In the past five years alone, he has served as project lead on 41 successful referenda, providing \$3 billion in funding for clients in Illinois and across the nation.

Paul leveraged decades of public engagement experience to establish Beyond Your Base, where he coordinates a team of seasoned writers, graphic designers, voter data specialists, and public opinion research professionals, each highly experienced in developing and implementing comprehensive public information programs for public entities.

Paul's public policy and election work has received the *Gold Medallion Award* from the National Council for Marketing and Public Relations. His areas of expertise include voter analytics, public opinion research, community outreach programs, community task force facilitation, campaign management, and pre-referendum training. He is a frequent speaker on public policy and election strategy at local, state, and national conferences.

Paul holds a bachelor's degree from the University of Michigan and master's degree from the University of Colorado Denver.



Skylar White
Senior Associate

Skylar White helps manage pre-referendum engagements and campaigns, with a special focus on voter analytics, public opinion research, digital advertising, and social media.

Before joining Beyond Your Base, he held government consulting positions with Deloitte and Accenture. He also founded and managed a polling firm that leveraged big data from Google searches and social media to predict elections with greater accuracy than traditional polling methods, providing insights for government, industry, and political clients.

Skylar holds an M.S. in Business Information and Analytics from the University of Denver and a B.A. in Politics from Washington and Lee University.



Kim LaPat
Senior Writer/Editor

With more than 30 years of writing and editing experience, Kim LaPat oversees new content development, editing, and final proofing of all printed and digital communications developed for Beyond Your Base’s clients. Kim is involved in all phases of the pre-referendum process, helping ensure all content is accurate, clear, and effective.

Kim has extensive experience developing direct mail, website content, social media posts, and other pre-referendum tools on behalf of school districts, special districts, municipalities, and other public entities.

Before joining BYB, she was a staff editor at Wight & Company, helping to craft and refine proposals, articles, and other materials. She also previously developed content for educational textbooks, middle school workbooks, and early learning centers. Earlier in her career, Kim was a high school educator.

She has a bachelor’s degree in English with a secondary education emphasis.



Warren Howell
Senior Graphic Designer

Warren Howell leads art direction and graphic design for Beyond Your Base, creating impactful and cohesive materials for the firm’s clients. He works on both pre-referendum programs and campaigns for municipalities, counties, school districts, community colleges, and special districts.

With more than 30 years of design experience, Warren specializes in print, online, and digital content as well as web design, videography, and photography.

He has contributed to more than 85 successful referenda, helping secure billions of dollars in funding for capital improvements and operating needs.

Warren has a bachelor’s degree in Graphic Design and Visual Communications.



Alicia Hutchens
Graphic & Website Designer

Alicia Hutchens has more than 20 years of experience in graphic design, web development, and integrated marketing communications. She excels in brand identity development, infographics, and website structure and interface design.

Alicia collaborates with BYB clients to deliver highly customized, high-quality design solutions. Working with school districts, park districts, and other public entities, she brings clients’ visions and brand identities to life while effectively engaging their constituents.

She holds a Bachelor of Humanities and Arts in Communication Design from Carnegie Mellon University.



Melody Lawrence
Marketing & Communications Coordinator

Melody Lawrence plays a key role in Beyond Your Base’s corporate communications and marketing efforts, as well as in developing and executing impactful social media strategies for BYB’s clients. A natural storyteller and innovative thinker, she excels at finding fresh and engaging ways to connect BYB’s clients with their constituents.

Melody has a B.A. in Communications from the University of Illinois Chicago.

PRELIMINARY TIMELINE (IF NOVEMBER 2026 ELECTION)

Following is a preliminary timeline of proposed action steps based on a possible November 2026 election date:

August 2025 - February 2026

- Prepare voter analysis
- Review planning documents
- Facilitate kick-off meeting
- Develop detailed public engagement timeline and budget, including assignment details
- Conduct virtual Board training sessions
- Develop proposal(s) to share and test with Citizen Task Force
- Engage bond counsel to prepare preliminary ballot question(s)
- Develop preliminary messaging and FAQ
- Create preliminary branding tied to possible capital improvement projects
- Identify and recruit Citizen Task Force
- Prepare presentation decks for Citizen Task Force meetings
- Conduct multiple Citizen Task Force meetings to vet funding proposal(s)
- Superintendent prepares recommendations for Board of Education regarding proposal(s) to share and test districtwide following Task Force input
- Board of Education decides on proposal(s) to share and test districtwide
- Prepare public information materials, including videos

March - May 2026

- Bring website landing page online
- Post fact sheet and FAQ online
- Create and launch informational mailers
- Develop presentation boards customized for each high school
- Pursue earned media
- Execute text messages and social media posts
- Post informational videos
- Implement digital communications plan
- Host (and record) informational webinar and conduct in-person outreach meetings/tours
- Continue to update landing page on website
- Prepare and conduct mail/online survey, followed by multi-modal scientific phone poll (if pursued)

PRELIMINARY TIMELINE (IF NOVEMBER 2026 ELECTION)

June - July 2026

- Review public opinion research with Board of Education
- Finalize ballot language and election resolution (if pursued)

August 2026

- Adopt election resolution (if pursued)

August - November 2026

- Send informational mailers that include ballot question, election dates, and other information
- Update website and presentation deck
- Host additional informational meetings/tours
- Make informational presentations
- Continue social media posts and informational text messages
- Continue to leverage existing communication channels (emails, etc.)

COST PROPOSAL

Consulting Fee:

Given the scope and complexity of this project, Beyond Your Base proposes a fixed-cost fee of Eighty-Six Thousand Five Hundred Dollars (\$86,500) for public engagement services, which would be divided into multiple invoices over the engagement period. The District would be responsible for travel-related expenses, including airfare at coach rate, parking, local transportation, and lodging for Paul Hanley and/or Skylar White in connection with in-person meetings. All travel would be pre-approved by the District.

Other Expenses Paid by District 88, if Pursued:

District 88 would be responsible for other expenses, including:

- Voter data used for public opinion research and householded mailing lists for outreach efforts
- Printing, mailhouse, and postage costs associated with informational mailers to 30,626 registered voter households prior to and after the adoption of the Election Resolution
- Text messages to promote the mail/online survey and informational meetings
- Digital communications to promote participation in the mail/online survey and increase traffic to the website landing page
- Videographer responsible for developing informational videos
- Printing, mailhouse, and postage costs associated with survey mailed to 30,626 registered voter households
- Scientific multi-modal phone poll of 300 likely voters conducted by Public Opinion Research or another pollster

ADDITIONAL INFORMATION

Uniquely Positioned to Help Define the Optimum Funding Proposal

One of BYB's greatest strengths is our ability to assist clients in developing the optimum funding proposal(s) to share and test with a Citizen Task Force and then the entire community. We are experts at doing this as a result of:

- Decades of experience working on equally complex projects in Illinois and nationally.
- Our strong understanding of how voters react to certain types of capital improvements, tax impacts, messaging, and related information given many years of public opinion research experience.
- Experience working in the public finance arena.

Successful referenda are both an art and a science. We are prepared to leverage a variety of tools and strategies to deliver a successful public engagement program and funding proposal.

A Great Working Relationship with Your Current Consultants

BYB has had the opportunity to work with your design, financial, and legal consultants on other projects. We have an excellent working relationship with these professionals and a clear understanding of the value each brings to the table.

Focused Solely on Referenda

BYB is focused strictly on referenda. We don't get involved with general public relations and/or lobbying work for the private sector. We are solely committed to assisting school districts and other public entities in building long-term trust with the communities they serve and, in turn, helping to address their capital facility and operating needs. This is precisely why we've been able to assist 36 clients with 41 successful referenda in the past five years alone. It's worth noting that these 41 referenda victories happened at a time of a worldwide pandemic, rapid inflation, growing distrust of government, and other external challenges.

An Unwavering Commitment to Supporting the Success of Public Entities

There is not a single Beyond Your Base employee who has ever worked "against" the passage of a tax-related referendum. While anti-tax campaigns have sought our services, we have never assisted them.

A Strong Track Record of Success

There has only been one Illinois school district we've worked with, which pursued a limiting rate referendum, that has yet to receive their desired voter-approved funding. Every other Illinois school district the BYB team has assisted with a referendum has been successful.

5. Upcoming Agenda Items
6. **Public Comments** It is the practice of this Board of Education to provide a place on the agenda for and welcome comments and suggestions from the public. Board Policy 2:230: The School Board will allocate a maximum of 60 minutes during each regular and special open meeting of the Board, any person may comment to or ask questions of the School Board (public participation), subject to the reasonable constraints established and recorded in this policy's guidelines. The time limit for public participation at a meeting may be extended upon the majority vote of the Board members at the regular or special meeting. The Board listens to comments or questions during public participation; responses to comments to or questions of the Board are most often managed through policy 3:30, Chain of Command. Any person appearing before the Board is expected to conduct themselves with respect and civility for others and otherwise abide by Board policy 8:30 Visitors to and Conduct on School Property.
7. Adjournment