LINCOLN COUNTY
SCHOOL DISTRICT

Dr. Majalise Tolan
Superintendent

**District Office | Teaching & Learning Center**
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# Board of Directors
# NOTICE OF A BOARD MEETING
# Lincoln County School District Board Work Session

| | |
|---|---|
| **Date** | **Tuesday, February 25, 2025** |
| **Time** | **4:00 PM** |
| **Place** | **Oregon Coast Community College, 400 SE College Way, Newport, OR 97366** |

The Lincoln County School District Board of Directors has scheduled a Lincoln County School District Board Work Session of the Board beginning at 4:00 PM.

Public comment will only be heard if a specific public comment time is designated on the agenda. Not all meetings of the Board have public comment.
If you are a member of the community and wish to speak before the Board, please email the following information to eddie.symington@lincoln.k12.or.us by **12:00 pm on the business day prior to the meeting: Name, address and phone number (optional), and topic.** Once your request is received, you will be contacted with details regarding making the comment during the meeting. Public comment cards will also be available at the door and must be completed and given to the Board Secretary. All public comment will follow Board Policy BDDH – "Public Comment at Board Meetings."

**The session will be streamed and can be accessed by visiting our website.**

The agenda is attached.

The meeting location is accessible to persons with disabilities. A request for an interpreter for the hearing impaired or for other accommodations for persons with disabilities should be made at least 48 hours before the meeting.

THIS NOTICE SATISFIES THE REQUIREMENTS OF ORS 192.630, 192.640 AND 332.045.
For further information or to request accommodations, please contact:
Eddie Symington, Assistant to the Superintendent and School Board
Lincoln County School District | 1212 NE Fogarty | Newport, OR 97365

**LINCOLN COUNTY SCHOOL DISTRICT**
**Board of Directors – Lincoln County School District Board Work Session**
**Tuesday, February 25, 2025 - 4:00 PM**
**Oregon Coast Community College, 400 SE College Way, Newport, OR 97366**

## Agenda

1. Call to Order & Establishment of a Quorum
2. Bond or Levy 101 - Wright Public Affairs

# The Path Ahead - Building Towards a 2025 Lincoln County School District Bond



WRIGHT PUBLIC AFFAIRS

# OUR CLIENTS: EDUCATION & PUBLIC AGENCIES

City of Astoria
Astoria School District
Canby School District
Centennial School District
Central Point School District
City of Gresham
Coquille School District
Corvallis School District
Crook County School District
David Douglas School District
Eagle Point School District
Estacada School District
Forest Grove School District
Grants Pass School District
Gresham Redevelopment Council
Gresham-Barlow School District
Hillsboro School District
Hood River School District
Jefferson County School District 509J
Lake Oswego School District
Linn-Benton Community College
Newberg School District
North Bend School District
North Santiam School District
North Wasco School District
Oregon City School District
Parkrose School District
Portland Public Schools
Redmond Parks and Recreation District
Redmond School District
Reynolds School District
Ridgefield, WA School District
Roseburg School District
St Helens School District
Silver Falls School District
TriMet – Portland Metropolitan Area Transportation Agency
Warrenton-Hammond School District
Washington State Department of Transportation
West-Linn Wilsonville School District

# STARTING OFF RIGHT

**A great communication plan with compelling story is critical to winning a bond but nothing replaces getting the bond package right from the start**






WRIGHT PUBLIC AFFAIRS

# 5 STEPS OF TO A SUCCESSFUL BOND

1. Celebrate previous successes
2. Comprehensive Pre-Bond Planning and Development
3. Community Input – "Tell Us What You Think"
4. Listen, Refine and Finalize
5. Bond Campaign – Educate, Motivate and Inspire



WRIGHT PUBLIC AFFAIRS

# Bond Basics:
# Getting Your Bond on the Ballot

Once you have gone through the process to develop, test and refine your Bond now is the time to get it onto the ballot.

The steps:

1) Determine what election you want to place your measure on the ballot, familiarize yourself with the deadlines

2) Retain Bond counsel and communications support to draft your board resolution and ballot language

3) Draft board resolution calling for an election

4) Select board action date

5) Draft ballot language - Bond caption, question and 175 word summary (see more about this on next page)

6) Board takes action and votes

7) File ballot language with appropriate county elections office

8) Receive ballot measure number after waiting period (see more about this on following page)

# Bond Basics:
# Getting Your Bond on the Ballot

## District Referral Steps

**District Elections Authority**

**1** Prepare and file with the county elections official a ballot title that impartially summarizes the referral and its major effect.

🕒 81st day before the election

**County Elections Official**

**2** Publish receipt of ballot title.

🕒 next available edition of a newspaper of general circulation in the county

ℹ In addition, the notice may also be published on the county's web site for a minimum of seven days.

**Registered Voter** (steps not required)

**3** Voter who is dissatisfied with ballot title can petition circuit court for review.

🕒 7th business day after ballot title filed

**4** Voter notifies county elections official of petition filing.

🕒 5:00:00 pm 1st business day after the petition is filed with circuit court

**5** If necessary, forward the final ballot title to the district elections authority.

🕒 next business day after receipt from circuit court

**District Elections Authority**

**6** File with the county elections official form SEL 803 containing the final ballot title and an explanatory statement, if required.

🕒 61st day before the election

**7** Assign measure number.

🕒 any time after deadline to file notice of measure election

# Bond Basics:

# Getting Your Bond on the Ballot

Drafting yout ballot language. You are required to draft a 10 word caption, 20 word question and 175 word summary. The caption and the question will appear on the ballot next to the "yes" and "no" bubble. The summary typically is enclosed with the ballot. If your county elections department is doing a county voters pamphlet for your election you will need to also draft a 500 word summary.

## Ballot Title

*ORS 250.035, 255.085 and 255.145*

Each ballot title must contain all of the following elements:

- → a caption that does not exceed 10 words describing the subject of the referral;
- → a question that does not exceed 20 words plainly phrasing the main purpose of the referral so that an affirmative response to the question corresponds to a yes vote on the referral; and
- → a summary that does not exceed 175 words describing the major effect of the referral.

Additional ballot title requirements apply to referrals requesting a general obligation bond, a local option tax, or a permanent rate limit.

## Explanatory Statement

*ORS 251.067, 251.285, 251.345, and OAR 165-022-0040*

An explanatory statement is an impartial, simple, and understandable statement explaining the measure. The district elections authority must prepare and file an explanatory statement of no more than 500 words for a referral **only** if:

- → the county is producing a voters' pamphlet

**or**

- → the referral will appear in the state voters' pamphlet.

Districts are encouraged to adopt and comply with an ordinance that provides a judicial review procedure for an explanatory statement which is contested. If a district measure is to appear in the state voters' pamphlet, a judicial review procedure is required.

See the State Voters' Pamphlet Manual available at www.oregonvotes.gov for additional requirements for referrals appearing in the state voters' pamphlet.

# KEY COMPONENTS OF THE BOND EDUCATION CAMPAIGN



## BALLOT LANGUAGE & PRE-FILING COMMUNICATIONS

The ballot language is one thing every voter will read, it's crucial to get this right!




## ENERGIZING "THE CHOIR"

School districts have unique access to parents through school communities. Having the "the choir" on board and engaged as champions of your Bond in the community is crucial to success!



## ENGAGING THE COMMUNITY

On average about 70-75% of voters in your school district who don't have children in your schools. We need to engage and educate this electorate.



## COMMUNICATIONS TOOLS

We will develop a comprehensive communications strategy utilizing modern tools like digital, video and social media .



## COLLATERAL

Great materials help us communicate with the public, but remember they are just a tool to those all important two-way conversations.

# Bond Basics:

# EDUCATION VS ADVOCACY

This plan contains all the activities the School District is going to do to educate the public about the Bond. School Districts can and should provide compelling, accessible and factual information about their proposal.

However, Oregon law prohibits Districts from using public resources to advocate for or against a proposal. In short, the District cannot say "Vote YES/ NO" and needs to produce materials that are factually neutral and balanced.

A community action group (PAC) as well as School Board members CAN advocate for a Bond or Bond. Those activities are not contained in the following plan. Think about it as two parallel train tracks running next to each other all the way through election day.

Throughout this document when we refer to the "Bond Campaign" as a holistic entity encompasing both groups. However ALL activities outlined in this plan will be conducted by the School District and will adhere with all applicable election laws.



COMMUNICATIONS & ENGAGEMENT PLAN

# STRATEGIES

- The District will develop clear, concise and accessible messaging around the Bond that will be used consistently in all communications.
- The District will develop and use clear, concise and accessible materials.
- The District will develop school specific communication plans.
- The District will develop a plan to reach the greater School Dis-trict community and communicate repeatedly the benefits of the Bond.
- The District will develop a plan to engage community leaders: Business Leadership, Key Communicators, Electeds, Neighborhood Associations and Community Groups.
- The District will develop a plan to educate and engage school specific communities.
- The District will utilize social media to educate and inform.

# Wright Public Affairs
## ONBOARDING CHECKLIST

| TASK | LEAD | DEADLINE | NOTES |
|---|---|---|---|
| ☑ ~~District & School Logos Shared with WPA and any Associated Brand Guides/Standards~~ | | | |
| ☑ ~~List of all district schools with addresses and age of each school~~ | | | |
| ☐ High Resolution Approved Student & School Photos Shared with WPA<br>☐ If no photos, plan for photographer or photo shoot<br>☑ ~~Photos of each school~~ | | | |
| ☑ ~~Bulk Mail/Non Profit Authorization Confirmed or Application Submitted~~ | | | Permit # 83 |
| ☐ Bond or Levy 101 Seminar Conducted for District Executive Leadership and/or Board | | | |
| ☐ About Our District - 1 Pager Developed<br>☑ ~~District basic info: students served, # of teachers, classified staff~~<br>☑ ~~Schools Age~~<br>☑ ~~Student demographics~~<br>☐ CTE/Vocational specialties<br>☐ Extracurricular programs<br>☐ 5 Top Brags About the District (awards, celebratory facts, etc.) | | | |
| ☑ ~~Establish Bond Counsel or Introduce to WPA~~ | | | |
| ☑ ~~Establish contact with Bond finance consultant~~ | | | |
| ☑ ~~Share long range facilities planning document with WPA~~ | | | |

# Wright Public Affairs

## ONBOARDING CHECKLIST

| | | | |
|---|---|---|---|
| ☐ Grant WPA permissions to social media | | | |
| ☐ Contact County Elections Chief -<br>☐ Confirm Costs To District for Election<br>☑ ~~Will there be a Voters Pamphlet for target election?~~ | | | YES - voters Pamphlet. |



WRIGHT PUBLIC AFFAIRS

LINCOLN COUNTY
SCHOOL DISTRICT

# The Path Ahead

# Winning the 2025 Lincoln County School District Bond

## Prepared by

WRIGHT
PUBLIC AFFAIRS

# Bond Basics: Education vs. Advocacy

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# KEY COMPONENTS OF THE BOND EDUCATION CAMPAIGN



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The ballot language is one thing every voter will read, it's crucial to get this right!




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## COLLATERAL

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LINCOLN COUNTY
SCHOOL DISTRICT

Communications & Engagement Plan "Must Have's"

- ☐ The District will develop clear, concise and accessible messaging around the Bond that will be used consistently in all communications.
- ☐ The District will develop and use clear, concise and accessible materials.
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- ☐ The District will develop a plan to reach the greater School District community and communicate repeatedly the benefits of the Bond.
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- ☐ The District will develop a plan to educate and engage school specific communities.
- ☐ The District will utilize social media to educate and inform.

LINCOLN COUNTY SCHOOL DISTRICT

# Lincoln County SD May 2025 Bond Calendar
# What to Expect

Important Dates:

- February 28, 2025 - State Deadline to file SEL 805 Ballot Title
- March 20, 2025 - State Deadline to file SEL 803 for Notice of Measure Election
- March 24, 2025 - State Deadline to file Voters Pamphlet Statements
- April 21, 2025 - Ballots Mailed
- May 20, 2025 - Election Day

## **January 2025 - Finalizing the Package, Getting Ready To File**

District and board finalizes bond package

- ☑ ~~WPA to present message poll results to board~~
- ☑ ~~Figuring out total amount we are going to ask the community for~~
- ☑ ~~District is going to finalize bond package and scope~~
- ☑ ~~Board is going to review and approve proposed bond package~~

Get ready to file for election

- ☑ ~~Retain bond communications consultant~~
- ☑ ~~Retain bond counsel~~
- ☑ ~~WPA will write ballot language with bond counsel and district input~~
- ☑ ~~Draft SEL 805~~

## **February 2025 - Filing for Election, Prepping All Materials**

Filing for the election

- ☑ ~~The District will file the SEL 805 with the county elections office which is the first step to officially place the measure on the May 2025 ballot.~~
  (Once you file your 805, the clerk will then publish your ballot language in a paper of record and then there is a 10 business day waiting period to accept public comment. At the end of that period you can then go ahead and file Form 803 with your 500 world explanatory statement. At that time you will receive a measure number and officially be on the ballot.)
- ☐ WPA and Bond Counsel will draft a 500 Word Explanatory Statement for the voters pamphlet

- ☐ File SEL 803
- ☐ Send press release and school communications  announcing the filing.

Outreach and communications

- ☐ "Onboard" the district.  WPA will work with district staff to complete our 20 point on board process
- ☐ Conduct meetings and training about the bond with district leadership and staff members.
- ☐ Create an event calendar of school, parent, and community events and opportunities to present about the bond.
- ☐ WPA will create a message frame and talking points
- ☐ WPA & District will launch Bond Engagement and Education Plan and begin designing the key assets for the bond campaign (flyers, informational cards, signage, etc).

## March 2025  - Teaching the Choir to Sing

- ☐ District will file the SEL 803 and Explanatory Statement with the county elections office and officially receive a measure number.
- ☐ District will begin presenting to parent/community groups and begin distributing key materials.
- ☐ Wright Public Affairs will design and prepare collateral, talking points and tranings for all board members and staff

## April 2025 - Educating the Broader Community

- ☐ District will actively send communications about the bond, presenting in the community, and encouraging its community to vote.
- ☐ All direct mail pieces finalized,  the first mailing timed to arrive in voter mailboxes the week prior to ballots being mailed (April 21, 2025).
- ☐ Digital and social media advertisements will begin.
- ☐ Ballots Mailed 4/21/2025

## May 2025 – "Go Time": 30 Day All out Blitz

- ☐ District will continue to push communications.
    - ☐ Principals will be equipped with school specific communications and letters to engage parents to turnout.
- ☐ Final direct mail pieces will land within weeks of election day (May 20, 2025) with digital ads going through election night.
- ☐ May 20 - Election Success!

# Lincoln County School District

Bond Communications and Public Affairs Strategy Support

## SCOPE OF WORK - Deliverables per our contract

- Polling and Research
  - ☐ Facilitate the development of community polling and provide voter insight to the Bond Development Committee, District Leadership, and Board

- Custom Bond Engagement & Outreach Plan
  - ☐ Develop a bond engagement and outreach plan tailored to your community, including a "Monthly Checklist" with key tasks and a comprehensive budget for collateral and outreach activities

- Manage the Implementation of the Bond Engagement & Outreach Plan
  - ☐ Work with you, and district employees and/or school board members, to implement the bond engagement and outreach plan from bond development through election day

- Expected Vote, Demographic Profile of Voters
  - ☐ Develop a demographic profile of expected voters and a voter turnout model for the district and target election

- Recommendation on Scope and Timing
  - ☐ Provide a final recommendation as to the scope and timing of the bond package to be presented to voters

Once the client decides to place a measure on the ballot we will work together to deliver the following:

- Bond/Levy Ballot Language
  - ☐ Develop the calendar for Board action

- ☐ Lead the process, along with District Leadership and Bond Counsel, to draft and develop Draft Bond Caption & Question, Summary, Explanatory Statement
- ☐ Assist District Leadership with filing required ballot documents SEL 805 and 803

- Bond Messaging
  - ☐ Create and Manage:
    - ☐ Message frame
    - ☐ Talking Points and Answers to Key Questions
    - ☐ Training for Board and Senior Staff re: "About the Bond"

- Collateral Development and Distribution
  - ☐ Develop all Bond Informational Campaign materials, including:
    - ☐ Review Key Milestone Press Releases produced by the college
    - ☐ General One Pager About the Bond
    - ☐ Site Specific Flyers
    - ☐ Site Specific Banners/Foamcore Signs
    - ☐ 4 x 6 Event Cards or Pocket Cards
    - ☐ 4 X 8 Signs Outside of Campus Entrances
    - ☐ 11 x 17 Foundational Newsletter
    - ☐ 3 Direct Mail Pieces
    - ☐ Translations As Necessary
    - ☐ Long Format Explainer Video
    - ☐ Short Format 30 Second Video
    - ☐ Digital Tool Kit for District Leadership & Board
  - ☐ Facilitation of required Oregon Secretary of State Safe Harbor Process
    - ☐ Including submission and SoS communication on behalf of the district

- Bond Website
  - ☐ We will procure a website domain specific to your college/region, design a website tailored to your district/bond program, provide all content and host the website for one year.

- Meeting Leadership
  - ☐ Lead biweekly meetings with District Leadership to advise, counsel and adjust Bond Engagement & Outreach Plan as needed
  - ☐ Attend weekly check-ins with core communications team

3. Adjournment

## Board Goals 2024-2029

**GOAL ONE:** Lincoln County School District will establish and meet high expectations for student achievement.

**GOAL TWO:** Lincoln County School District will create equitable, diverse, inclusive, and accessible learning environments across the district within a framework of excellence in education.

**GOAL THREE:** LCSD will provide for the long term health and welfare of our facilities and finances, focusing on accessibility, technological innovation, and purposeful utilization.

**GOAL FOUR:** Lincoln County School District will strengthen community relationships through communication and engagement with staff, students, families, and community partners.

### Lincoln County School District Equity Team
### Land Acknowledgement Statement

We ask that you take a moment to stop what you are doing, to listen to these words as we recognize the land that we currently inhabit. No matter where each of us is physically located in Lincoln County, we must understand that we are on traditional homelands and unceded territories of indigenous peoples. Where we live in Lincoln County, these are the ancestral homelands for the Confederated Tribes of Siletz Indians.

Lincoln County School District acknowledges the Confederated Tribes of Siletz Indians that consists of over 30 bands originating from Northern California to Southern Washington. The Confederated Tribes of Siletz Indians currently occupy and manage 9,310 acres located here in Lincoln County but is a mere fraction of their original 1855 1.1 million-acre Siletz coastal reservation. We must remember the people of the Confederated Tribes of Siletz Indians are and will forever be the first stewards of this land, water, and fish.

We acknowledge and recognize the continued sovereignty of the Confederated Tribes of Siletz Indians and honor their ancestral homelands. We are committed to bringing awareness to their history and the existence of the Confederated Tribes of Siletz Indians since time immemorial.

NON-DISCRIMINATION: Lincoln County Schools do not discriminate nor tolerate discrimination on the basis of an individual's race, color, religion, sex, sexual orientation, national origin, disability, gender identity, marital status or age or because of the race, color, religion, sex, sexual orientation, national origin, disability, gender identity, marital status or age of any other persons with whom the individual associates.