

Kelso School District Bond and Levy Campaign

In the February 2018 special election, Kelso School District had two measures on the ballot: a capital bond and a replacement levy. The work began in early 2017 in hopes of helping the voters to see the need for both.

The district did due diligence and began involving the community early by pulling together a Facilities Improvement Team, made up of teachers, district staff, parents, and community members. Together, this team looked over engineering reports, construction codes, projected growth data and took tours of the facilities. Thoughtexchange was engaged to do two sets of surveys to get feedback from the community at large. The ESD 112 communications team pulled in stakeholders for a query to learn how the community viewed the district, how the district would like the community to see them and how they want people to feel when they see materials and information about the bond and levy.

All this information and research guided the bond messaging and the look and feel of the materials. To best communicate the district needs, we developed a variety of pieces using a variety of mediums.

Print Materials

- Where We Stand – initial piece communicating the state of our schools
<https://www.wearekelso.org/wp-content/uploads/WhereWeStand-Dec2017-web.pdf>
- Educator newsletter – district’s quarterly newsletter sent out through the local newspaper focusing on bond and levy information <http://www.kelso.wednet.edu/Portals/0/Educator-Winter2018.pdf?ver=2018-03-01-161259-147>
- School flyers – each school had a flyer for school-specific projects that went out to parents
- Tri-fold mailer – colorful piece mailed to every household in the district

Website and Social Media

- A dedicated website was built for ease of information sharing: [WeAreKelso.org](http://www.WeAreKelso.org)
- Social posts included links to sections on the website, videos, news articles and more

Video

- Professional video focusing on a few key areas of improvement the bond projects would address. The video is broken down into five shorter and project specific videos for easier sharing on social media. All videos can be seen here: <https://www.wearekelso.org/videos/>

Signs and banners (attached)

- 3ft x 6ft signs and banners were created to instill pride in the schools and our community. Using the “Building Strong Foundations” tag and the Hilander tartan plaid, the banners are bold and colorful. Each school has one with the school name on it and a general “Kelso Strong” sign was created for the district office.

Superintendent Glenn Gelbrich reported receiving several compliments on the materials and shared this one via email:

Scott and I shared our bond/levy information with the Cowlitz Economic Development Commission this morning. The response was positive and I believe one comment, in particular, needs to be shared with you and the team at the ESD. One of the more vocal members of the group held up the “Where We Stand” pamphlet and said, “I don’t know who did this, but this is the best one of these I’ve ever seen.”

The bond passed at 65.88% and the levy passed at 69.17%