



MLO/Bond Spending Communications Action Steps Report - June 27, 2019

Superintendent Updates

- Periodic Superintendent update to staff and community
 - [January 2019](#)
 - [April 2019](#)
- Updates in *Supt's On* videos
 - [November 2018](#) (MLO/Bond passage)
 - [February 2019 \(thank you from staff and teachers\)](#)
 - [April 2019 \(at Douglas County High School\)](#)
 - [June 2019 \(Safety & Security\)](#)
- Updates included in each edition of *Purpose* (community newsletter - formerly *Newsline*) and *Insights* (staff newsletter - formerly *THINK*).

Website/Social Media

- Updates to www.dcsdk12.org/funding
- Collecting and sharing testimonials -- what the MLO/Bond has meant to schools, students, teachers, etc.
- Social media posts of bond updates once we get up and running (school spotlights)

Videos/Photos

- [Video: Legend HS New Athletic Turf \(June 2019\)](#)
- [Video: End-of-Year Recap with MLO/Bond Info \(June 2019\)](#)
- Before and After Photos (collecting over the summer - will start sharing in August)

Earned Media

- Press Releases
 - [Bond Sale \(January 2019\)](#)
- Quarterly superintendent column in Colorado Community Media (i.e. Parker Chronicle, Highlands Ranch Herald, Castle Rock News-Press)
 - [“Superintendent outlines district’s safety, mental health measures” \(June 2019\)](#)
 - [“Voter-approved funds go to buildings, programs” \(April 2019\)](#)
 - [“An update on how schools are spending voter-approved funds” \(February 2019\)](#)
- Asking media to follow the bond work as some schools (series of stories) - in the works
 - [“Bond-funded projects underway at area schools” \(June 2019\)](#)
- [Column from Rex Corr for the Meadows newsletter thanking voters for the CVHS expansion \(June 2019\)](#)

Bond Reports

- Bond Owners Rep sends us monthly updates regarding the bond for us to post on the funding page of our website - [posted to our funding page monthly](#)
 - Will send detailed quarterly reports for our Mill Bond Oversight Committee to Review and we will pull tidbits out for our communications

Signage at Schools/School Communications

- School signage “thank you voters -- this is how our school will benefit” signs to go up at all schools
 - CVHS “site of future expansion” sign up January 2019
 - First batch of 24 schools up January 2019
 - Remainder of schools up April 2019
- Communications will provide each principal with a letter outlining how their school will benefit from the bond -- **that letter will go out from principals at the beginning of the 2019-20 school year.**

Mill Bond Oversight Committee (MBOC)

- Committee has been created - communicated out in [April update from Dr. Tucker.](#)