

# BONDING WITH THE COMMUNITY

Building Your Image Brick by Brick

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Community College League of California  
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# Introductions

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Eric Harnish

*Vice President of Public Information*  
College of the Canyons

Tim Leong

*Director of Communications*  
Contra Costa Community College District

CCPRO is the statewide association of California  
Community College communication professionals.





# Where We're Headed Today

- A Quick Review  
*Steps to a successful campaign*
- The Bare Minimum  
*What the law says about reporting requirements*
- Make the Most of It  
*Use every opportunity to communicate success*





*Steps to a successful campaign*

# **A QUICK REVIEW**





# Steps to a Successful Campaign

*Or, why we are smiling now...*

- Ran a 12-18 month communication plan prior to the vote
- Conducted polling to find out what projects and verbiage to use that voters would understand and support
- Raised money for the campaign and built up an endorsement list that demonstrated wide-ranging support for the bond
- Hired a campaign team that helped hone in on messages that resonated with the voters





# Steps to a Successful Campaign

(cont'd)

## *Communication components*

- Ran a campaign that included key messages using college/district websites and other social media channels
- Implemented a media strategy that helped to identify the need for a bond
- Ran a speakers bureau and reached every key community and business organization
- Identified community volunteers who agreed to serve on bond oversight committee, including seniors and taxpayer groups





# Steps to a Bond Campaign (cont'd)

- Identified and trained employees who work with the external community to help spread the reasons for the bond
- Solicited the help and support of college advisory committees and foundation members to visibly support the bond measure campaign
- Identified key groups and community leaders to provide third-party validation to the need for a bond





# And it passed!



*... now what?*





*What the law says about reporting requirements*

# **THE BARE MINIMUM**





# Prop. 39 Reporting Requirements

Appoint Citizens Oversight Committee (Education Code §15278)

- Review and report on spending of tax dollars for facilities construction
- Advise public whether district spent bonds funds ONLY on construction, reconstruction, rehabilitation, or replacement of facilities
  - Can include furnishing and equipping of facilities, along with acquisition or lease of property





# Prop. 39 Reporting Requirements

- Annual independent performance audit
- Annual independent financial audit
- Bond funds can't be used for faculty or administrative salaries or other school operating expenses





# Committee Duties

- Receive and review performance audit
- Receive and review financial audit
- Inspect school facilities and grounds to insure bond funds are expended in accordance with bond measure
- Receive and review copies of deferred maintenance plans





# Committee Duties

(cont'd)

- Review district efforts to maximize bond revenues by implementing cost-saving measures such as:
  - Reducing professional fees
  - Decreasing costs of site preparation
  - Joint use of core facilities
  - Efficiencies in school site design
  - Reusable plans
- Committee must issue regular reports of its activities
  - At least one report each year

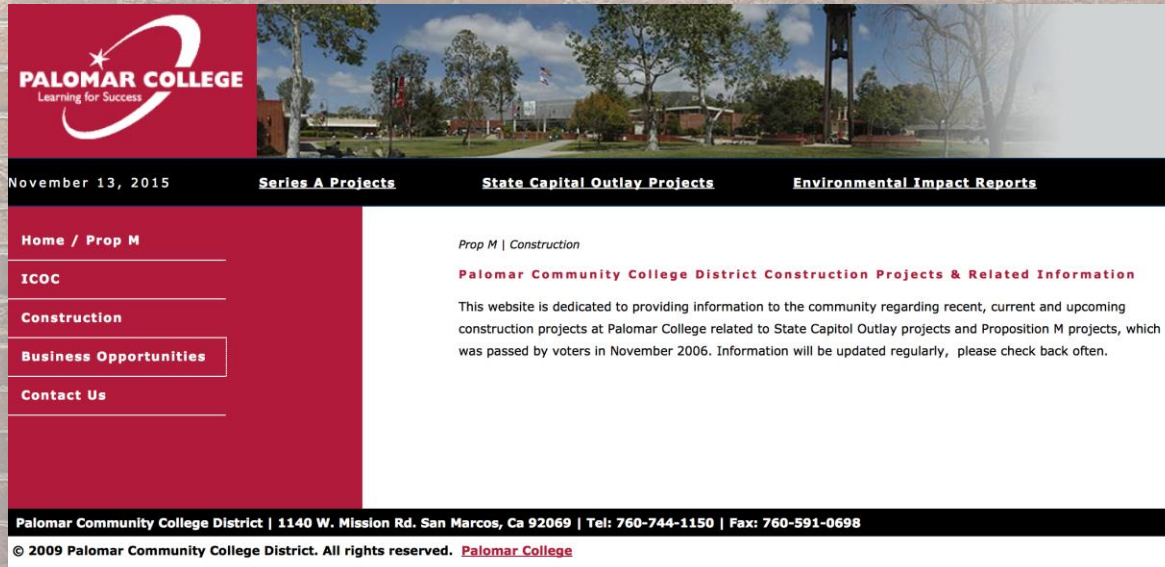




# Committee Website

Education Code 15280(b) spells out what must be posted on a district website:

- Minutes of Committee meetings
- Reports issued by the Committee
- Documents received by the Committee





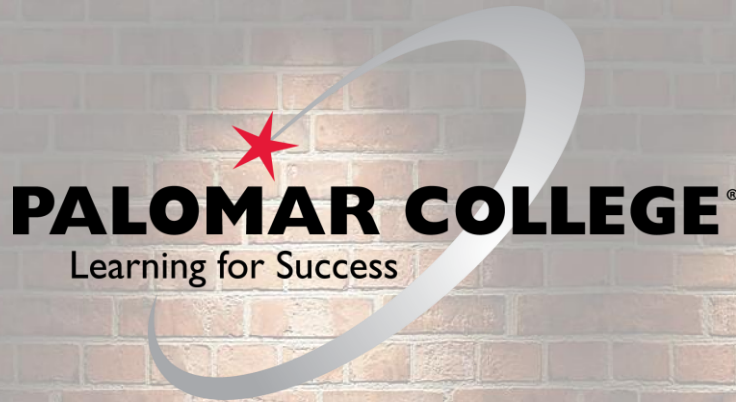


*Use every  
opportunity  
to  
communicate  
success*

**MAKE THE MOST OF IT**







## **Proposition M**

November 2006

\$694 million



## **Measure M**

November 2006

\$160 million

## **Measure E**

November 2014

\$450 million





# Celebrate the People

- Retirees
- Students
- Faculty
- Facilities Staff
- Board of Trustees
- Staff and Administrators
- Citizens Oversight Committee
- Builders and Contractors





# It's What's Inside that Counts

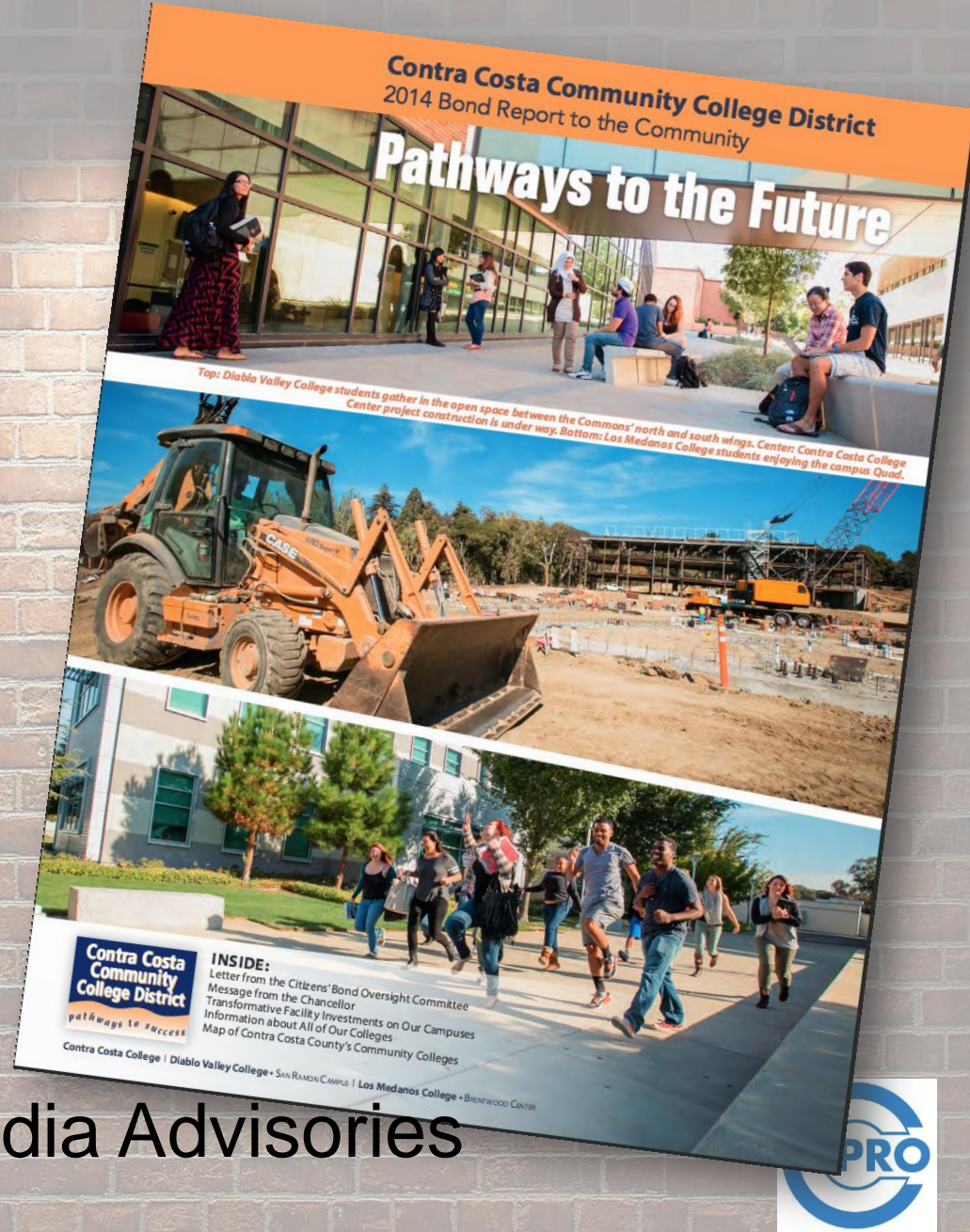
- Breaking Ground
- Phases
- Awards
- In the Community
- Grand Openings
- Celebrating the Buildings
- Citizens Oversight Committee





# Shout it Out!

- Photographs
- Video
- Tours
- Website
- Social Media
- Community Events
- Collateral Materials
- Press Releases/Media Advisories





# Key Take-aways

- **Consistent messaging**
  - Talk about the same projects from master plan through completion
- **Make the most of every opportunity**
  - Celebrate the success of the bond and thank the community for their support
- **Stay engaged with your audiences ... or else**
  - Internal audiences
  - External audiences





**QUESTIONS?**

