

Buckle Up! How to survive a bond measure campaign (and maybe even win)

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SAN JOAQUIN DELTA COLLEGE

Bond... Facilities Bond.

- State support for new facilities is limited
- Everything is getting more expensive
- So, community support essential



The narrative:

NEWS

Grand Jury: Delta College trustees have wasted millions of your money (11:09 a.m.)

The Record

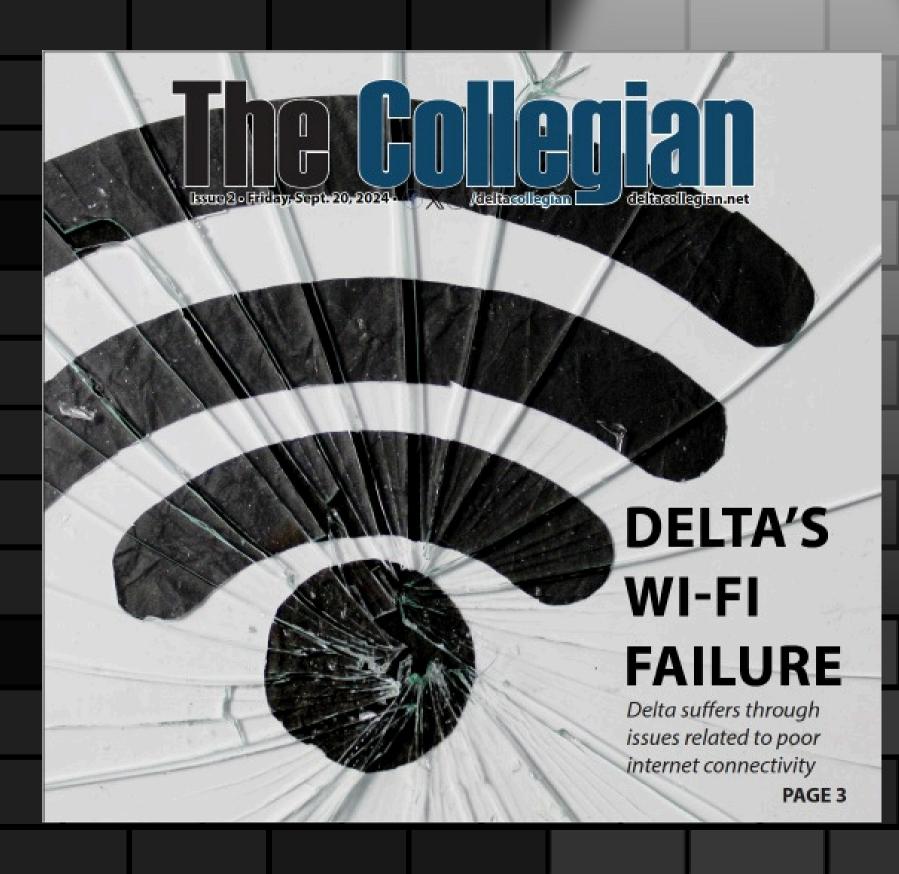
Published 11:08 a.m. PT June 18, 2008







San Joaquin Delta College trustees have wasted millions of dollars of voter-approved bond money by ignoring staff recommendations and pursuing a campus at Mountain House, the cost of which has soared from \$55 million to \$94 million, the San Joaquin County Civil Grand Jury charged in a report released this morning.



And so we waited... and waited and waited...

- \$1B in deferred maintenance
- "Titanic" metaphor

Rolling the dice

- Inflation, cost of living
- Big ask for our economically disadvantaged area
- Shift to online classes
- Political unrest

San Joaquin Delta College to place \$598M bond measure on ballot in November

Hannah Workman The Stockton Record

Published 8:00 a.m. PT June 24, 2024









10 things I learned!

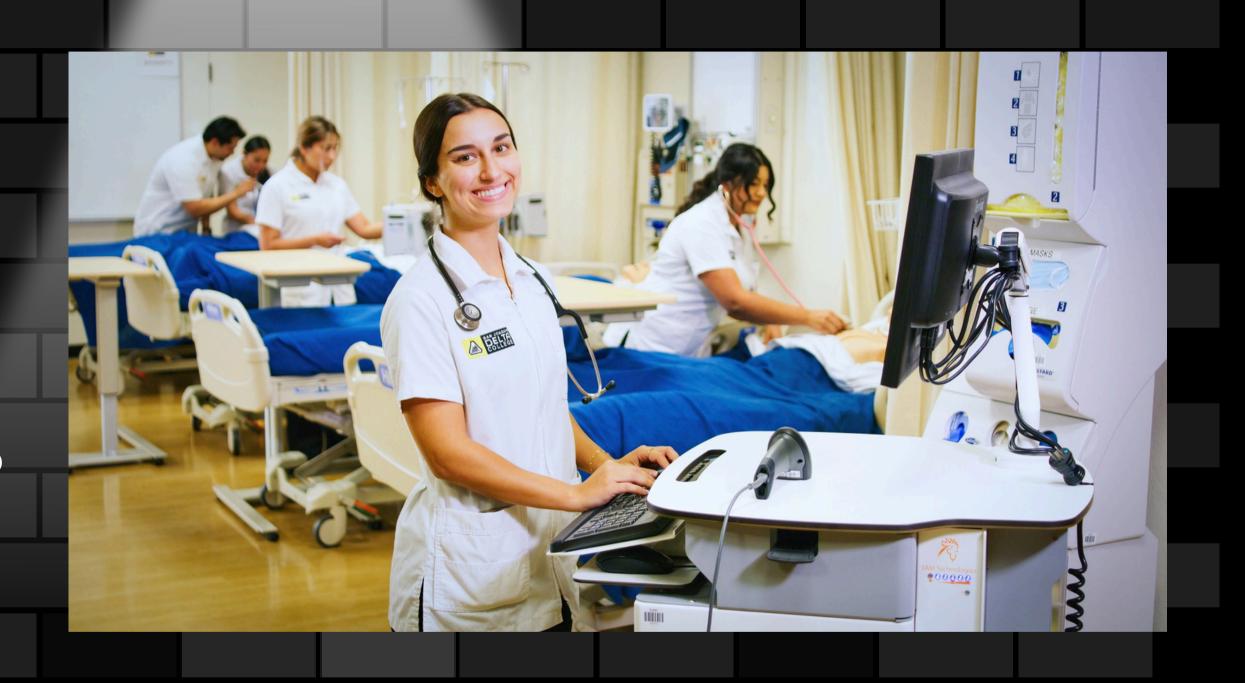


#1 Follow the data

- Your poll is your North Star
- Center every marketing strategy around the poll
- Dual purpose campaigns

#2 Stayon message!

- What did the poll say?
- Avoid bright, shiny objects
- Jobs, jobs, jobs



#3 Keepthemhonest!

- "What drinking water problem?"
- Think of yourself as an advocate for taxpayers
- Own past mistakes

Funding from the measure could be used to help address the most urgent improvements needed across all Delta College campuses, including to:

- Fix old plumbing and continue to provide clean drinking water
- Repair leaky roofs and remove asbestos, lead paint, and mold
- Improve student safety on campus

- Upgrade classrooms and labs for career technical education programs to prepare students to enter the workforce
- Prepare students to transfer to four-year colleges and universities

#4

CTE is your best friend

- Confidence in higher education has declined, particularly among conservatives
- What are we doing to reach blue-collar working class?
- Embrace "trade school"





Stockton Politics

Steve Colangelo · 32m · 🔇

Before putting Measure K on the ballot, Delta College voted for a 5 1/2% pay raise, RETROACTIVE!!! With a history of FAILED real estate blunders these guys want nearly another \$600 MILLION. Can we afford to do this?



#5 You are essential!

- Your PR acumen is invaluable
- You see opportunities
- You see pitfalls
- So be vocal! Don't let the loud voices drown you out

#6 Make sure you're at the table

- Don't let anyone keep you off the bond campaign committee
- Need direct access to your superintendent/president for honest, candid feedback
- You're there to think strategetically – not just make things pretty

Don't leave anything on the table

Go to rallies. Knock on doors. Do text banking. It's fun to talk about our colleges!







Yes on K

Equip Delta College Students with Hands-on Skills for Good-paying Jobs

#8 Be nimble

- Severe operational/legal constraints
- Communications challenges
- Tight turnaround time for materials
- Bye-bye nights and weekends

#9 Don't forget your own campus

- Getting people excited
- Training on legal constraints
- Student advocacy



#10 Don't be shy! Take credit for anything that goes well

- Marketing laid the groundwork for any success
- Potentially passing a bond should raise your political capital
- Don't let the naysayers forget about everything you did

So how did all of this turn out???

WE WON!:)





"The passage of Measure K is a public affirmation of Delta College. It is an endorsement of our mission and purpose. And it is a vote of confidence in you. Whatever your role is at Delta, however you support our mission, the people of our District believe in you, and they are grateful for your efforts to uplift our community."

-Delta College Superintendent/President Lisa Aguilera Lawrenson's message to employees

