

2018 Bond Planning Committee

May 14, 2018

- Bond Package
- SWOT Analysis
- Committee Final Reflections



Birdville ISD Mission ...

- The mission of BISD is to ensure that all students position themselves to excel with integrity in an ever-changing global society through innovative and responsive learning environments.



Your Birdville ISD Superintendent ...



Dr. Darrell G. Brown



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What's Proposed in the 2018 School Bond Package?



Districtwide Safety & Security Upgrades

- **New Security Vestibules**
- **Intercom Systems to enhance safety on campuses**



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Districtwide Technology Upgrades

- Replacement of obsolete equipment
- Student/classroom technology upgrades
- Teacher/staff technology upgrades
- Network operations/ disaster recovery servers and equipment updated
- Technology Bonds paid off in five years



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Districtwide Repairs & Renovations

- Heating & Air Conditioning replacement
- Roof replacement
- Fine Arts (Theater Lighting) improvements at all three high schools



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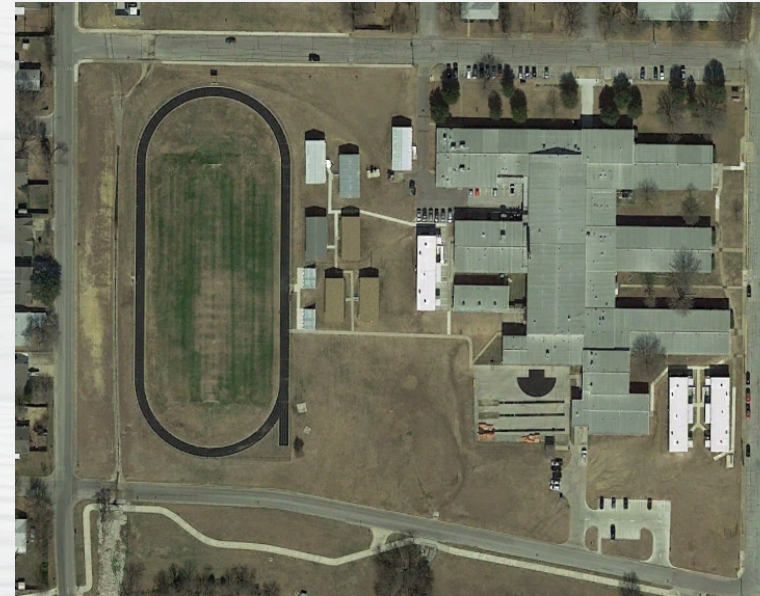
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REBUILD Haltom Middle School

EST. 1955

- Eliminates 20 Portable Classrooms
- Additional classroom & support space
- Estimated Cost to Repair Exceeds 87% of Cost to Rebuild



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REBUILD Richland Middle School

EST. 1955

- Eliminates 18 portable classrooms
- Resolves capacity issues
- Estimated Cost to Repair Exceeds 83% of Cost to Rebuild



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REBUILD Smithfield Elementary

EST. 1953

- Eliminates four portable classrooms
- Additional classroom & support space
- Estimated Cost to Repair Exceeds 75% of Cost to Rebuild



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REBUILD Cheney and Richland Elementary Schools (Partnership)

EST. 1952

- Eliminates eight portable classrooms
- Estimated Cost to Repair Cheney Exceeds 74% of Cost to Rebuild
- Estimated Cost to Repair Richland Exceeds 59% of Cost to Rebuild



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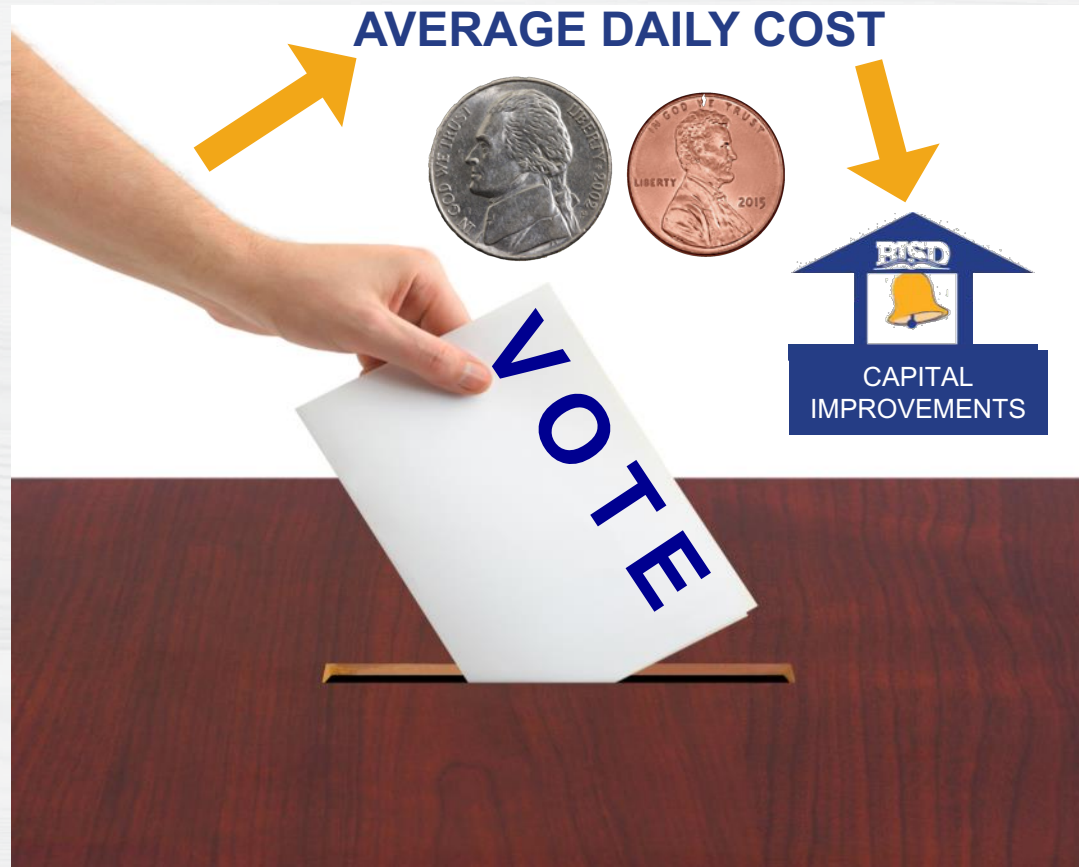
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- **TOTAL BOND AMOUNT**
 - **\$252.8 Million**
- **SCHOOL BOND ELECTION**
 - **A vote of the public to authorize Birdville ISD to levy a tax to pay for the building program.**
- **EST. TAX IMPACT**
 - **\$1.71/Month based on BISD average taxable home valuation of \$137K**

Estimated Tax Impact

(Based on Taxable Value)



- **TOTAL BOND AMOUNT**
 - **\$252.8 Million**
- **EST. TAX IMPACT**
 - **\$1.25/Month** for \$100K
 - **\$1.71/Month** **for \$137K**
 - **\$2.50/Month** for \$200K
 - **\$5.00/Month** for \$400K

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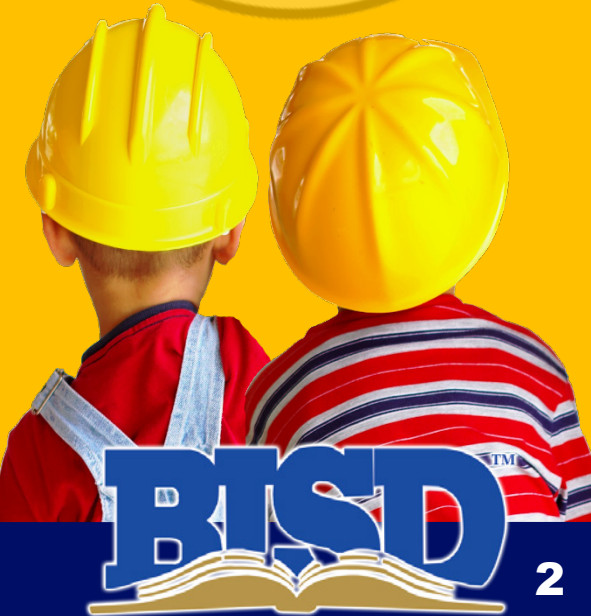
Outcomes for tonight ...

- Aligned work group; cohesive owners of the 2018 Community Bond Planning Committee work
- Recap of Committee Decisions for Bond Recommendations
- CELEBRATE!
- Charter Review
- SWOT Analysis
- CELEBRATE!!
- Where Do We Go From Here?
- CELEBRATE!!!
- Overview of Subsequent Meetings



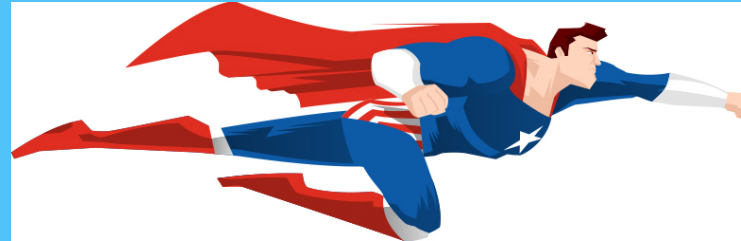


A Thorough Look At Our Work: Let's Review Our Charter



A SWOT Analysis ...

STRENGTHS ... (Internal to our work)



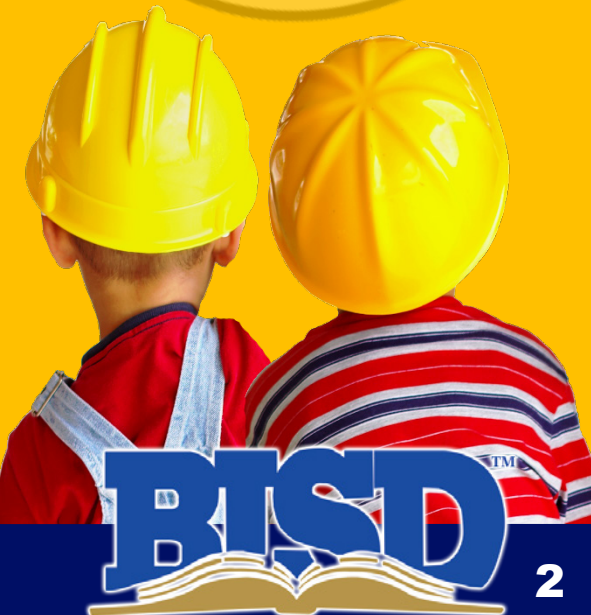
WEAKNESSES ... (Internal to our work)



OPPORTUNITIES ... (External to our work; outside our control; external BISD environment.)



THREATS ... (External to our work; outside our control; external BISD environment.)



STRENGTHS (Internal to our work):



- What did you/the District do exceptionally well in the construction of this referendum? Of what are you most proud?
- What projects make this bond referendum really good? Will our public respond favorably to those?
- Does our referendum reflect parity in the District?
- How can we capitalize on the strengths of the referendum to insure success?
- Does your proposal ...
 - Meet the needs of student, teachers and the District?
 - Reflect good stewardship?
 - Assure viability in the community?



WEAKNESSES (Internal to our work):

- What is the weakest, most vulnerable part of our referendum?
- Do we have gaps?
- Are you satisfied with the projects you selected?
- Is there a lightning rod in the bond proposal?
- Are we missing sections of the District?
- Is the total amount justifiable, defensible and viable in the community?
- Does your proposal ...
 - Meet the needs of student, teachers and the District?
 - Reflect good stewardship?
 - Assure viability in the community?



OPPORTUNITIES (External to our work):

- What is the most important thing we can do to insure the success of our referendum?
- What individuals or groups in the community might be the most supportive? How can we engage them?
- How can we engage parents who may not be inclined to vote in a school bond election?
- How important are endorsements from community groups?
- What might be your role or the role of the committee in communicating and supporting the bond referendum?



THREATS (External to our work):



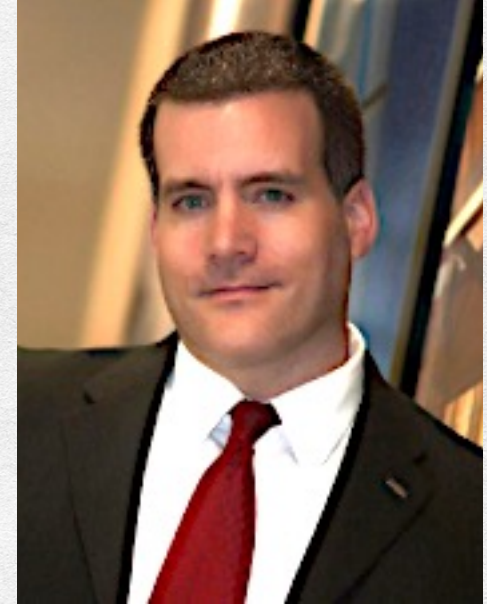
- Is organized opposition likely in this bond referendum?
From what source?
- What is the best strategy to overcome opposition?
- What might be the concerns of the general community?
Specific communities or subdivisions?
- What group is most likely to oppose and vote against
your referendum?
- Is there anything going on in the community that might
influence the success of the referendum?



Where Do We Go From Here? ...



**Mark Thomas,
Communications
Officer**



**Ryan Gregory,
The Educated Vote**



Winning This One! Challenges and Tactics

Mark Thomas, Communications Officer
Ryan Gregory, The Educated Vote

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TOP 5

REASONS PEOPLE VOTE AGAINST SCHOOL BOND PROPOSITIONS

**BAD
ECONOMY**



**TAX
EFFECT**



**LACK OF
TRUST**



**UN-
INFORMED**



APATHY



COMMUNICATIONS

**There will be opposition to the bond
from outside the BISD Community.**

Star-Telegram

WWW.STAR-TELEGRAM.COM

TARRANT & TEXAS

SUNDAY, NOVEMBER 3, 2013

Out-of-town money flows into
school bond elections

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**No one
knows this
package better
than you.**

Are you inspired to tell the story?

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YOU built this plan. YOU own it. Now, SELL IT.

- Remain informed, engaged & motivated.
- We will communicate over the summer.
- We will be organized (PAC).
- We will implement a strategic plan.
- We will prevail.

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Summer Communications

- Newsletters
- E-blasts
- Refresher Course
 - Tentative Date: Monday, August 4, 6 p.m.
 - An invitation will be mailed



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“Yes.”

PAC Organization

- After the BISD Board calls election
- 11-Week Campaign
- Volunteer Opportunities
 - Fundraising
 - Marketing + Communications
 - Social Media Management
 - Web Site Management
 - Community Presentations
 - Public Relations Support
 - Community Saturation
 - Advertising Development
- Well Organized
- Strategic Plan

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Campaign Strategies

- Steering Committee Leadership
- Well-defined Target Audience
- Voter Drive – Registration & Participation
- Build a community-wide “sense of urgency”
- Micro-targeting strategies
- Aggressive Social Media campaign

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**ARE YOU A BACKER?
HAVE YOU VOTED?**

SAY YES!

**VOTING IS UNDERWAY FOR THE
2014 BIRDVILLE SCHOOL BOND
& OUR CHILDREN NEED YOUR VOTE!**

**FOR OUR KIDS!
OUR COMMUNITY!
OUR FUTURE!**

YES!



2014 BIRDVILLE SCHOOL BOND

**I'M
SAYING
YES!**

BackBISD.com

BE A BACKER

YES!

BISD SCHOOL BOND

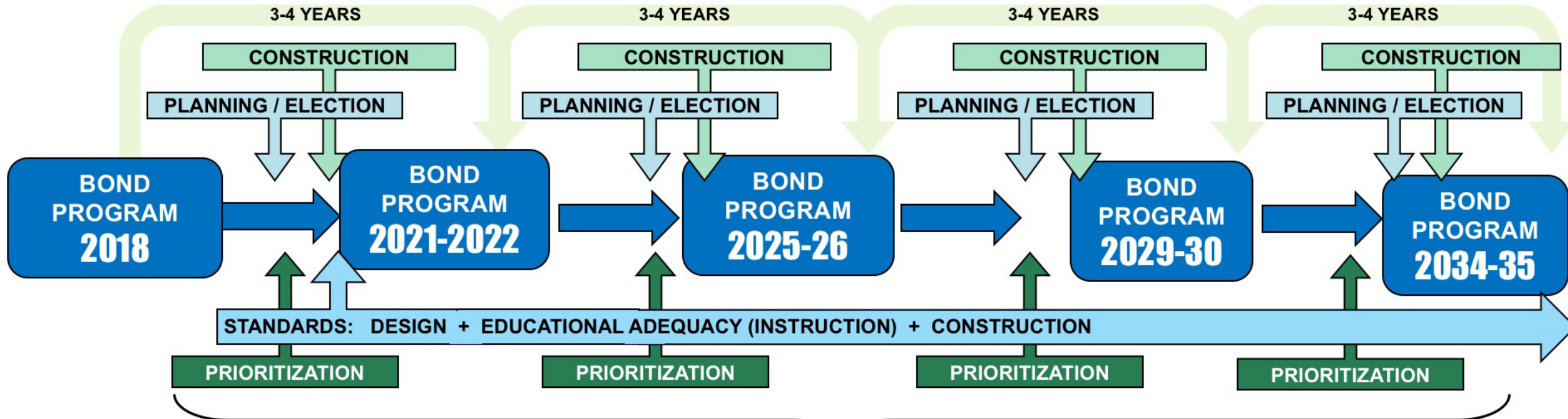
NOV. 4

**EARLY VOTING
BEGINS OCT. 20**

BACKBISD.com

LONG-RANGE PLANNING – VISION 2035

(IMPLEMENTING A 3-4 YEAR BOND CYCLE)



W O R K I T E M S

POSSIBLE REPLACEMENT CAMPUSES

- Smithfield Elementary
- Haltom Middle School
- Richland Middle School
- Cheney/Richland Elementary Schools (Partner Campuses)

ADDITIONS + RENOVATIONS

- Smithfield Middle (Additions)
- Haltom High (Renovation)
- Priority Repairs
- Safety + Security
- Technology Infrastructure

EQUIPMENT + OTHER ASSETS

- Transportation
- Technology Equipment
- Land

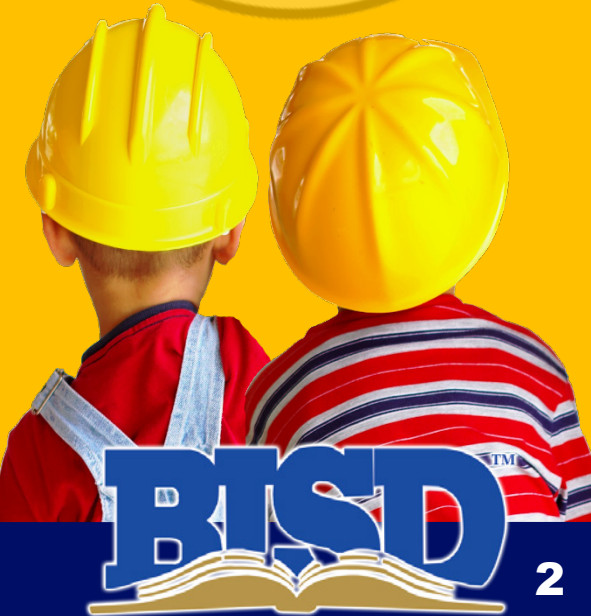


We are ... **BISD!**





Committee Final Reflections and Feedback ...



Process Check: Likes & Wishes

LIKES:

WISHES:



Next Meeting ...



Thursday, June 7

RECOMMENDATION BY COMMITTEE TO
THE BOARD OF TRUSTEES



Special Board Meeting to Consider
Calling Bond Referendum for
November 2018



Thursday, Aug. 16

