

Presentation to Schools for Equity in Education (SEE)
Bond Issues and Operating Levies
Ken Runberg - Retired Superintendent - Cambridge-Isanti Schools

A. General Considerations:

1. Research based plans and activities
2. Long term community, staff and parental support
3. School Board unanimity, active involvement and support
4. Community/citizen issue - not viewed as only a school need/desire
5. Clear, consistent and frequent articulation of the problem(s) to be solved, how the excess levy and/or bond revenue will be utilized, and what will happen if voters reject the levy and/or bond proposal(s)
6. Utilization of outside expertise
7. Plan of action - calendar of activities including responsible person or group

B. Specific Activities:

1. Individual meetings with 100 of the most respected community citizens
2. Community leadership selection
3. Telephone survey of registered voters – randomized
4. Newspaper editors’ meeting
5. Expectations for school district employees
6. Telephone calling - identification and reminder (+ voters)
7. Coffee parties - all geographic areas in the school district
8. Public hearings/meetings – variety of locations in the school district
9. Letters to the Editor - each newspaper
10. Brochures - oriented to various groups
11. “Did You Know” Factoids