

BATTLE GROUND PUBLIC SCHOOLS

FEB. 13, 2024

Proposition no. 7

NSPRA 2024 GOLD MEDALLION ENTRY BATTLE GROUND PUBLIC SCHOOLS CAPITAL LEVY BOND / FINANCE CAMPAIGN

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BATTLE GROUND PUBLIC SCHOOLS

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Number of communication staff: 3 12,400 students Public K-12 school district



www.battlegroundps.org

SYNOPSIS

Battle Ground Public Schools is Washington state's 27th largest school district by enrollment and among the largest by geographic size. The district includes 19 schools serving 12,400 students and 2,000 staff members. It spans 273 square miles and includes several discrete municipalities, neighborhoods and communities ranging from rural to suburban with differing identities, cultures and viewpoints.

Although Battle Ground's standardized test results and graduation rates are consistently near or higher than the state average, and the district has long been known for its many career and technical education classes and programs, many Battle Ground schools are in poor physical condition and do not support the high-quality education that students receive.

Some of the oldest schools in the district were built in the 1950s. The last bond to build new schools was passed in 2005. Even schools built as a result of that bond are now more than 15 years old and starting to require larger repairs.

In 2023, Battle Ground Public Schools faced a critical funding gap. The aforementioned bond

expired at the end of the calendar year. Without a continuing, adequate source of revenue, the district would not be able to address the significant facility needs that were impacting the teaching and learning environment.

The district's board of directors approved a resolution to place a capital levy on the ballot in a special election on Feb. 13, 2024. The threeyear, \$27.7 million levy would pay for repairs and updates at each Battle Ground school. While it would not allow the district to address the full scope of facility needs, it would help the district maintain aging buildings while considering additional funding options in the future.

Communicating the end of the prior bond and the need for the new levy was made challenging by past measure failures and a taxsensitive district. By executing a comprehensive communication plan, however, the district was able to gain approval of a tax measure many years in the making and, most importantly, help improve the learning environment for students and staff for several more years.

RESEARCH

A variety of research guided planning decisions that led to placing the capital levy on the ballot, as well as identified priorities and themes that informed the communication plan.

Qualitative

ThoughtExchange: Almost 600 staff members, parents, guardians, students, community members and volunteers <u>shared</u> <u>their thoughts</u> on the top facilities needs. This feedback helped to inform questions in a statistically valid public opinion poll.

Content analysis: An analysis of past news coverage identified the scope of reporting on past measures and helped to determine timing for media relations around the capital levy.

Advisory panel: The district's <u>Citizens</u> <u>Advisory Committee</u> of highly engaged parents, guardians and community members from different geographic areas across the district identified facility planning as one of their priorities. Committee members provided qualitative input on what a good school facility looks like, top priorities and important information for the community to know. Later the committee also ranked the top priorities for future funding.





RESEARCH

Quantitative

Enrollment study: A <u>2023 study</u> commissioned by the district and conducted by FLO Analytics projected that enrollment would increase by about 19% over the next decade. The largest area of growth would be at the primary level. Schools in the southern end of the district would see the biggest increases. The study also found that the amount of residential construction within BGPS' boundaries is likely to be greater than that within other districts.

Public opinion poll: Prior to the board of directors authorizing the capital levy to appear on the February 2024 ballot, the district commissioned a **statistically valid public opinion poll**. The poll was conducted via phone and text. The sample size was 308 people with a 95% confidence interval and margin of error of + or - 5.6%. Findings included:

When it comes to school funding, residents are evenly split:



BGPS parents are **most likely** to see the need.

- 49% of residents are satisfied with the quality of education in the district.
- 74% of BGPS parents are satisfied. The district was rated most highly on keeping students safe, followed by maintaining schools buildings and facilities and communicating with the community.
- Tax sensitivity is significant, with 56% of residents saying that taxes are too high.
- When it comes to funding priorities, residents place the highest priority on safety and security upgrades (62% top/high priority) and career and technical education programs (60%).

- Looking specifically at how to address aging schools, residents place a higher priority on updating and maintaining school buildings (55%) over replacing schools with new facilities (39%).
- Resonant messages focused on preparing students for life after high school, emphasized the ability to use matching funds wisely and highlighted the opportunity to invest in safety and security upgrades.

Voter analysis: Prior to the board of directors authorizing the capital levy to appear on the February 2024 ballot, an analysis of voting trends in recent elections identified the following:

- Battle Ground's median voter household income is slightly higher than the state average.
- Most voters did not attend college.
- Turnout is greatest among voters ages 65 or older, followed by those ages 50 to 64. These groups were less likely to vote in support of recent school funding measures.

PLANNING

District leaders faced some key considerations in their decision-making around the best way to pursue new funding. In the months leading up to the expiration of the bond, the district's board of directors considered different funding options. These options included a new bond measure to rebuild the oldest schools in the district or a smaller capital levy to make repairs to existing schools.

Key considerations

- Past bond attempts: Several BGPS bond measures failed between 2016 and 2018. The most recent attempt received the lowest percentage of approval. In addition, few school bond measures received approval in Washington state in 2023. Out of 20 bonds attempted across Washington, only two met the 60% supermajority required to pass.
- **Public opinion:** Perception regarding the adequacy of the district's funding level was evenly split. Respondents preferred a remodel/renovate/repair approach over building new schools.
- **Tax rate stability:** With inflation on the rise, district leaders hoped to maintain the same tax rate as the expiring bond. A new bond would have most likely required a tax rate increase to cover rapidly escalating construction costs not adequately offset by state construction funding.
- Enrollment predictions: The district is anticipated to grow about 19% over the next decade. However, the growth is not expected for a few more years. Because impact fees paid by developers in Washington cannot be used in anticipation of projected growth, building new schools would require greater reliance on local taxpayer funds. In addition, Battle Ground was cognizant of neighboring districts that had passed a bond measure prior to a population increase and subsequently failed to pass additional bond measures to build additional schools, leading to overcrowding.

With these considerations in mind, the district developed a recommendation for a three-year \$27.7 million capital levy that would repair or update every building in the district. With this approach, the

in the district. With this approach, the district would be able to maintain the same tax rate as the expiring bond and align with community preferences for repairing and renovating existing schools.

However, the intent to pursue a capital levy came only a few months prior to the election, creating a compressed timeline for raising awareness. A strong communication plan, grounded in research and supported by the board, district leaders and key stakeholders, kept the work on track to achieve the goal and objectives.

The \$18,000 budget for hard costs included printing, mail prep, postage and support from Educational Service District 112. Educational Service District 112 staff members provided tactical support for print collateral and video production, as well as planning and execution of social media content, and helped the BGPS communications team rise above the tight timeline to execute the plan.

Washington state's public disclosure law strictly governs the use of public facilities and resources in school district campaigns and prohibits any communication efforts that are perceived to be promotional or an attempt to influence the outcome of an election. In compliance with the law, Battle Ground's communications plan focused on sharing factual information in a non-promotional manner while meeting stakeholder expectations for transparency and following best practices.

PLANNING



Key publics

- Staff, including contracted staff for nutrition and transportation services
- Parents and guardians, including established parent-teacher organizations
- Citizens Advisory Committee members
- Business and community groups

Goal

To be a school district with facilities that are equipped to prepare each student for a successful future.

Objectives (same for all publics)

Short term

By February 2024, at least 50% of voters will feel that BGPS needs additional funding for facilities.

Long term

By February 2027, at least 60% of respondents to a public opinion poll will feel that BGPS needs additional funding for facilities.

Action & communication strategies

- Empower information sharing
- Engage community groups
- Ensure multilingual approach
- Regularly highlight facilities issues and needs
- Proactively seek media opportunities
- Use strong visuals to illustrate needs
- Emphasize career and technical education aspects of levy funding
- Communicate tax rate stability
- Continue to showcase individual and collective successes in BGPS

Key messages

- Safety is a top priority. The capital levy funding would increase security by paying for things such as entry controls and security cameras.
- The capital levy would create spaces for students to learn the construction trades, culinary skills and health science.
- It would pay for roof repairs and improving or upgrading heating and cooling systems.
- Several of the district's schools have facility issues that impact the teaching and learning environment for students and staff.
- Every school in the district would receive repairs and/or updates.
- Battle Ground Public Schools spends millions each year to maintain schools, but many still have facility issues to be addressed, and state funding alone is not sufficient.
- If approved, the capital levy rate is projected to be \$0.44 per \$1,000 of assessed property value for each year.
- The capital levy would take the place of a bond measure that will expire at the end of 2023. The expiring bond rate is \$0.44 per \$1,000 of assessed property value.



Tactics/tools

Print

- Although the capital levy had not been authorized at the time of distribution, the <u>2023</u> <u>annual report</u> highlighted facility needs and themes from the ThoughtExchange, setting the stage for subsequent levy communication.
- All households and businesses within the district received an informational brochure in the mail one week before capital levy ballots were mailed.
- Printed top 10 fact cards in English, Russian and Spanish were delivered to all schools and the district's translators/interpreters for distribution. Fact cards also were shared with parent/guardian and community groups.
- Printed posters were distributed to all schools and the district office to build awareness among staff, voting-age students, volunteers and visitors.
- Banners hung in high-visibility locations outside of all schools and the district office to build awareness among staff, voting-age students, volunteers, visitors and community members who live or commute near schools.

Digital

- A comprehensive <u>webpage</u> served as the hub for all levy information and shared answers to frequently asked questions.
- Each week while school is in session, the communications department sends an email and text message with important information to all staff members and parents/guardians. Over the weeks leading up to the election, these emails shared the top 10 levy facts and details on how to get additional information.

- The communications department also sends a weekly e-newsletter called the BGPS Bulletin to staff and subscribers, who include parents/ guardians and community members. Leading up to Election Day, each issue shared the top 10 levy facts and other levy information.
- An explanatory video provided a high-level overview of the levy. In recognition of the demand for short video content, especially on social media, this video is less than two minutes in length.

Internal

- The communications department created a toolkit of resources for schools, contracted service providers and Citizens Advisory Committee members to empower information sharing. The toolkit included newsletter content, top 10 facts, graphics, links to the levy webpage and videos, suggested reader board messages and slides with levy information for sharing at school events.
- The district's internal newsletter included levy information for staff.
- Regular superintendent's updates shared levy information with staff.

Tactics/tools

Engagement

- A meeting with union leaders representing employee groups developed a shared understanding of the levy.
- The superintendent, deputy superintendent and two cabinet members presented levy information to staff at all work locations.
- The district's superintendent and deputy superintendent presented levy information to a variety of parent/guardian groups, as well as community and business leaders and groups upon request.
- Levy information was regularly shared during board meetings leading up to the election.
 Board meetings are streamed live and made available on the district website, as well as highlighted in the BGPS Bulletin.
- During two community forums, the superintendent shared levy information and provided community members with opportunities to ask questions.

Social media

• ESD 112 developed a <u>winter social media plan</u> for sharing levy information and highlighting successes through Facebook and Instagram posts and reels. Content reiterated key messages.

Media relations

- Press releases engaged local media at key milestones such as board authorization of the levy and community forums.
- Proactive outreach secured coverage in the local newspapers of record.

Activities

<u>Activities, staffing / responsibility</u> and timeline

EVALUATION

Implementation evaluation

- Engagement rate by reach: The communications team routinely tracks this rate to measure the percentage of people who chose to interact with social media content after seeing it.
 - » Between 1% and 5% is considered a strong engagement rate. While the rate fluctuated between 2.04% and 6.04% leading up to the election, engagement remained strong on Instagram and Facebook.
- The informational brochure was mailed to approximately 30,500 households and businesses within the district.
- Approximately 4,000 fact cards were distributed from schools and the district office and during community presentations and events.

- The levy explanatory video received 153 views.
- The capital levy webpage was the 11th most viewed page on the district website between Nov. 13 and Feb. 13, receiving 365 views.
- Approximately 10 people attended an in-person community forum. The Zoom community presentation received 60 views.
- District leaders completed approximately 30 presentations to staff at every district location and community groups.
- Media outreach resulted in six articles in the local newspapers of record.

EVALUATION

Impact evaluation

Opinion change: By February 2024, at least 50% of voters will feel that BGPS needs additional funding for facilities.

Evaluation method: <u>Election results February 2024</u>



Analysis: The capital levy required a simple majority for approval. Initial ballot returns showed the levy failing, with 49.99% yes votes and 50.01% no votes. Just four votes separated the yes and no votes.

This result closely mirrored the public opinion poll that showed that residents were evenly split on the need for funding. In the poll, 46% said that the district needed additional funding, 46% responded that the district had sufficient funding and 8% were unsure.

Late ballots tipped the results in the other direction. At the second ballot count, support had grown to 52.05% yes and 47.95% no votes, with a difference of more than 700 votes in support.

Results were certified at 52.13%. When viewed in the context of the public opinion, these results indicate that the information resonated with a significant portion of the 46% of voters who believed the district needed additional funding and a majority of the 8% who were initially unsure. This is significant when considering that voter turnout was only 31.16%. **Opinion change:** By February 2027, at least 60% of community members will feel that BGPS needs additional funding for facilities.

Evaluation method: This objective will be evaluated through a public opinion poll in 2026. Continuing to gauge community sentiment and priorities will be important for the district as it evaluates future funding options.

Qualitative evaluation

In the weeks following the election, the communications department conducted a debriefing with cabinet and board members to collect qualitative feedback that could inform future elections. Key insights included:

- Continuing to engage staff will be important. Staff members are key communicators with family, friends and community members.
- There may be opportunities to strengthen connections with parent-teacher organizations by identifying and communicating with leaders from these groups.
- Differentiating between different types of levies will be crucial as the district faces a renewal of its educational programs and operations levy in 2025.

With voter approval of the capital levy, the district will look toward future funding options, ranging from renewal of the capital levy to a potential bond measure. As noted in the evaluation section, Battle Ground Public Schools plans to conduct subsequent public opinion polls as part of ongoing research into voter sentiment toward facility funding measures.





Capital levy branding

Strong branding created consistency among in-house and contracted staff.



Capital levy digital graphics

Digital graphics were created for simple animations used in social media posts and videos.





View the full presentation

Our mission

Believing that every person brings value and has the capacity to do great things, we will reach each and every student academically, socially and emotionally to ensure their success in life.



🖕 🔸 Capital Levy

Feb. 13, 2024

Feb. 13, 2024

Issues

- Roofs at end of warranty
- Heating and cooling systems that need to be fixed
- Opportunity for greater security
 No space or insufficient space for
- construction trades, culinary and health sciencesOutdated computers, phone system
- and wireless network

Capital Levy

Election 2024

- Deadline to register: Feb. 5 online Feb. 13 in person
- Ballots mailed: Jan. 26
- Election Day: Feb. 13
- Results certified: Feb. 23



Feb. 13, 2024





The informational brochure was mailed to approximately 30,500 households and businesses within the district.

View the full brochure



Our facilities

1 111

e of the goals in Battle Ground Public Schools is to provide safe and caring or the goals in Battle Ground Public Schools is to provide safe and car environments. Despite decades of careful maintenance, several of the district's schools have significant facility needs that impact the teaching and learning environment for students and staff



y draining roofs lead to r damage to buildings... that costs money." —Parent

Clamming for the futureBond measures appeared on the ballot in 2006 and 2008 and
in 2003, the current bond rate is \$0.44 per \$0.000 of assessed
in 2003, the current bond rate is \$0.44 per \$0.000 of assessed
in 2004 (build build bu Planning for the future

.

Battle Ground Public Schools is exploring new funding solutions to address ongoing facility issues.

FAQ

How are buildings regularly maintaine CPS spends millions each year in maintenance by Sucational programs and operations levy funds. Ha rese funds are not sufficient to address larger need wy a long-term solution.

What are some of the key needs? a long-tat are some of the key new. Secenber 2022, almost 600 staff members, and values and the some source of the source of the relative needs. Major ared their thoughts on the too facilities needs. Major and their thoughts on the too facilities needs. Major and their thoughts on the too facilities needs. Major and the source of the source of the source of the source source of the source of

Are Battle Ground schools projected to gro Are Battle Ground schools projected to growr A recent study projected that enrolling the school increase by about 10% over the next decade. The largest area of growth would be at the primary level and in the souther end of the district.

Is the district thinking about running a bond measure or capital levy? Battle Grands based of directors is engaging in engaging discussions about the timing of a potential bong measure or capital levy.

What is the difference between an educational programs and operations levy, a capital levy and a bond?







Security remains a

top priority in BGCPS Derive the past, year, the district's facilities staff at event careful and the staff of the staff of the staff will be able to see and communicat with which is the staff of the staff of the staff of the indexing the door. India exclose, a second will and to the rest of the school until the visitor has been approved. These systems will be installed at all schools in the district. top priority in BGPS

Last approved bond measure Last approved bond measure Notes last approved bond measure Battle Ground Public Schools in 2005 at a rate of Bittle Ground Public Schools in 2005 at a rate of Bittle Schools may and middle schools. Chiel Unruch Middle school and Amboy Middle School, Italo pad for Captain Strong Primary's classroom expansion technology and alkey Pagied Labert school's commony Pagied High School's englished track, sudices and cool registerments; and Battle Cround High School's stagebudtenium/catereria. uction

2023 REPORT TO OUR COMMUNITY 5

View the facilities spread in the annual report



Print collateral

Printed top 10 fact cards in English, Russian and Spanish were delivered to all 19 schools and the district's translators / interpreters for distribution.

View the fact cards





Capital Projects list Levy Project list is dependent on labor and material costs and availability

Pleasant Valley Primary • Refurbish heating/cooling

Tukes Valley Primary

Replace classroom technology Replace phones Upgrade software, online

Yacolt Primary • Replace classroom technology

Replace phones Upgrade software, online

 Improve wireless network Amboy Middle School • Recoat roofs

Remodel 300 building for

Replace classroom techno
 Replace phones
 Upgrade software, online

subscriptions Improve wireless network

system Install new cabinet counterto

om techn

District-wide projects

Security upgrades: entries
Lighting upgrades
Network infrastructure

Enhance security system Replace classroom tech

Captain Strong Primary - Recoat gym roof - Replace phones - Upgrade software, online subscriptions - Improve wireless network

Daybreak Primary • Recoat roof

Recat root
 Subscriptions
 Replace classroom technology
 Improve wireless network
 Replace phones
 Upgrade software, online
 subscriptions
 Replace classroom technol
 mprove wireless network

Glenwood Heights Primary • Recoat roof • Refurbish heating/cooling system Replace classroom technology

Replace classroom technolo Replace phones Upgrade software, online subscriptions Improve wireless network

Maple Grove Primary

roof units Replace classroom technology Replace phones Upgrade software, online

Chief Umtuch Middle School Upgrade software, online subscriptions
 Improve wireless network

Reclace classroom technology
 Replace phones
 Upgrade software, online
 subscriptions
 Improve wireless network

Daybreak Middle School Recoat roof Replace classroom technology Replace phones Upgrade software, online subscriptions
Improve wireless network

Replace phones Upgrade software, online Improve wireless network Laurin Middle School

Paint interior Add new covered playshed Replace beams in B building Refurbish heating/cooling Replace classroom technology
 Replace phones
 Upgrade software, online
 websciritiane

ubscriptions mprove wireless network Pleasant Valley Middle School

Refurbish heating/cooling

system Install new cabinet countertops Replace classroom technology Replace phones Upgrade software, online subscriptions Improve wireless network

band and science, technology, engineering and math Replace classroom technology **Tukes Valley Middle School**

Recoat roofs Replace classroom technology Replace phones Upgrade software, online subscriptions

 Improve wireless network

Summit View High School - Replace classroom technology - Replace phones Battle Ground High School

Create new construction trades building Upgrade culinary space Upgrade health sciences Replace phones Upgrade software, online subscriptions Improve wireless network space Build new field house Install new heating/cooling tower Replace classroom

Battle Ground Virtual Academy - Replace classroom technology - Replace phones - Upgrade software, online subscriptions - Improve wireless network technology Replace phones Upgrade software, online

CAM Academy Replace phones
 Upgrade software, online
 subscriptions
 Improve wireless network

Replace classifier technology Replace phones Upgrade software, online subscriptions Improve wireless network

Join us in conversation about the

capital levy

Replace classroom technology
 Replace phones
 Upgrade software, online

Lewisville campus

subscriptions

 Improve wireless network

River HomeLink • Replace classroo technology Replace phones Upgrade software, online subscriptions Improve wireless network



Webinar link: Community levy presentation Thursday, Jan. 25 6 p.m. to 7 p.m. Lewisville campus, Room C-26, 406 NW Fifth Ave., Battle Ground, WA

subscriptions

 Improve wireless network Operations building

Replace office technology
Replace phones
Upgrade software, online

CASEE (A, B & C buildings) Replace classroom and on technology
 Replace phones
 Upgrade software, online
 Descriptions

. Iess network

In addition to the top 10 capital levy facts, a list of projects for each school was distributed during events and was posted on the capital levy webpage.

> This helped us communicate what is included with the capital levy at a more granular level.

ubscriptions mprove wireless network Prairie High School • Upgrade culinary space • Upgrade health science leplace metal roof on 400 building 400 building - Build new field house - Cover bleachers at track - Revise bus lane route - Recoat low slope roofs - Replace classroom



Print collateral

Printed posters were distributed to all schools and the district office to build awareness among staff, voting-age students, volunteers and visitors.



Large banners were hung in high-visibility locations outside of all schools and the district office to build awareness among staff, voting-age students, volunteers, visitors and community members who live or commute near schools.





Webpage



Lewisville campus

Replace classroom technology
 Replace phones
 Upgrade software, online
 subscriptions

Operations building

Replace office technology
 Replace phones
 Upgrade software, online
 subscriptions

www.battlegroundps.org/capital-levy/

The capital levy webpage was the 11th most viewed page on the district website between Nov. 13 and Feb. 13, receiving 365 views.



Estimated capital levy rate The capital levy rate is estimated to be \$0.44 per \$1,000 of assessed property value each year.

SCOR FEGUREY	\$22 / month \$264 / year \$18.33 / month \$220 / year \$14.67 / month \$176 / year	N/A	\$22 / month \$264 / year \$18.33 / month \$220 / year \$14.67 / month \$176 / year	\$22/month \$264/year \$18.33/month \$220/year \$14.67/month \$176/year	\$22 / month \$264 / year 518.33 / month \$220 / year \$14.67 / month \$176 / year
	2023 (EXPIRES AT END OF 2023)	2024	2025	2026	2027
A	\$500,000 prope		5% annual increa		alue

		stimated to pay the following amounts:				
Year	Assessed value	Est. annual payment for capital levy				
2025	\$500,000	\$220				
2026	\$525,000	\$231				
2027	\$551.000	\$243				

2023 Clark County school property tax rates					
School district	EP60 levy	Technology levy	Dond	Capital levy	Total local bond & lovy*
Carnes School District	\$1.90	\$0.41	\$1.26	NA	\$3.57
Washougal School District	\$1.95	\$0.20	\$1.49	N05	\$3.64
La Center School District	\$1.51	NA	\$1.74	NA	\$3.05
Evergreen Public Schools	\$1.60	\$0.38	\$1.59	NIA	\$3.57
Woodland Public Schools	\$230	NA	\$1.21	N05	\$2.21
Vancouver Public Schools	\$1.79	\$0.29	\$1.14	NA	\$3.22
Hockinson School District	\$1.65	NA	\$1.42	NA	\$3.07
Green Mountain K-B School District***	\$1.79	NA	N/A	\$1.05	\$2.04
Ridgefield Public Schools	\$1.43	N/A	\$1.23	NA	\$2.66
Battle Cround Public Schools	\$1.70	NA	\$0.44**	NIA	\$2.14
Edit					

Updates



Why was a capital levy on the Feb. 13 ballot?

- Recoat roofs
 Replace classroom technology
 Replace phones
 Upgrade software, online
 subscriptions
 Improve wireless network

Yacolt Primary

- Replace classroom technology
 Replace phones
 Upgrade software, online



Battle Ground Public Schools will put technology and security levy on February ballot

Voters to consider BGPS capital levy in February

Battle Ground schools plan levy presentations

Battle Ground Public Schools offers public meetings on capital levy

Battle Ground Public Schools capital levy

Battle Ground Public Schools proposes new capital levy on Feb. 13 special election ballot

In Our View: 55% OK for school bond measures reasonable (uses key messages from district webpage)

<u>Camas, Battle Ground, Woodland, Green Mountain school</u> <u>districts seek OK of levies in Tuesday election</u>

<u>School levies passing in Camas, Woodland,</u> <u>Green Mountain and Battle Ground</u>

Battle Ground, Woodland school levies pass

The Columbian 🔺

School levies passing in Camas, Woodland, Green Mountain – and Battle Ground

Support for Battle Ground levy surges after initial razor-thin margin Tuesday night

By **Griffin Reilly**, Columbian staff writer Published: February 13, 2024, 9:15pm Updated: February 14, 2024, 6:00pm



BGPS Bulletin

Highlighting the great things happening in Battle Ground Public Schools

Feb. 2, 2024, edition of the BGPS Bulletin



Missing ingredients: Culinary arts classes hope for an upgrade

Inside of Gene Fritz's culinary arts class at Battle Ground High School, students are busily chopping, mixing, measuring and baking up delicious dishes. A similar scene unfolds at Prairie High School as teacher Britt Pedlar goes from station to station, answering questions and providing advice.



But something is missing.

"Students are learning foundations and life skills here," Pedlar said, "but if they decide to go into the industry, the line boss or chef is having to take the time to train them on how to use their professional equipment."

That's because the kitchen spaces these classes use were built during the era of home economics, featuring home-style electric ovens and other equipment that is not reflective of what students would be using in a professional kitchen.

If approved by voters on Feb. 13, a three-year capital levy would include funding to upgrade the culinary arts spaces at both Prairie and Battle Ground high schools with industry-standard equipment, better ventilation and more storage.

Read more on the district website.



Digital newsletters

Nov. 16, 2023 - Voters to consider capital levy in February 2024



Nov. 16 newsletter had the most views at 3,410 with an average reading time of 5 minutes

Dec. 14, 2023 - Attend an upcoming informational session on the capital levy

Jan. 26, 2024 - Construction program hopes to build on success



Jan. 26 newsletter had the longest average reading time of 6 minutes.

<u>Feb. 5, 2024 - Missing ingredients:</u> <u>Culinary arts classes hope for an upgrade</u>

Feb. 15, 2024 - Capital levy on track to pass

Digital newsletters from our schools

Providing a toolkit to schools empowered information sharing.



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Social media

Battle Ground Public Schools

What would a capital levy do?

Roof repairs

Published by Jenna Buescher-Hill 🛛 - January 17 - 🕄

Increased security (entry controls and security cameras)

Improving or updating heating and cooling systems

Battle Ground Public Schools

Published by Jenna Buescher-Hill @ - January 18 - 🔇

1

Spaces for hands-on learning in the construction, culinary and health science trades

Remember to vote by February 13! The proposed capital levy would be at the same rate for taxpayers as the rate in 2023. Learn more at our website here: battlegroundps.org/capital-levy/

➢ Repairs and updates at every school in the district

Social media posts helped us engage with our community.





At BGPS, even with ongoing maintenance, our buildings are old and in need of repair. The capital levy on the Feb. 13 ballot would fund repairs in several areas to keep BGPS buildings operational and would increase school security.

....

What do you need to know?

- C This capital levy replaces an expired bond measure
- Proposed capital levy rate is the same as the expired bond rate. Funds would increase school security through entry controls and security cameras.
- 🚔 Every school in the district would receive repairs and/or updates.



Jan. 17 Facebook post - What would a capital levy do?

Jan. 3 Facebook post - Replaces expired bond



Jan. 18 Facebook post - Throwback Thursday



Jan. 21 Instagram post - Levy forum notice





Social media

The communications team routinely tracks engagement rate by reach to measure the percentage of people who chose to interact with social media content after seeing it.

» Between 1% and 5% is considered a strong engagement rate. While the rate fluctuated between 2.04% and 6.04% leading up to the election, engagement remained strong on Instagram and Facebook.





Levy videos

Short videos helped our community understand what the needs are and how much the levy will cost a typical homeowner in Battle Ground.



Video - Get the facts about the Feb. 13 capital levy



Jan 5 Instagram reel: What will the proposed BGPS capital levy cost?

Jan 12 Instagram reel: Three things you need to know about the BGPS capital levy

Jan. 17 Instagram reel: Would the capital levy raise taxes above the 2023 rate?

Jan. 26 Instagram reel: Ballots for the February 13 special election are being mailed today

Jan. 31 Instagram reel: If Battle Ground voters approve the capital levy on Feb. 13...

Feb. 13 Instagram reel: Today is Election Day!





Feb. 13 election results

BATTLE GROUND SCHOOL DISTRICT NO. 119 Proposition No. 7			
Measure	Vote	Vote %	
LevyYes	6,738	49.99%	
LevyNo	6,742	50.01%	
Total Votes	13,480		

Initial election results

BATTLE GROUND SCHOOL DISTRICT NO. 119 Proposition No. 7

Measure	Vote	Vote %
LevyYes	9,469	52.13%
LevyNo	8,695	47.87%
Total Votes	18,164	

Final election results



Thank you post on social media to our community.