

2017 Millage Success

Board Made Decision Early

Developed a Strong Community Committee

Included business leaders, school leaders, parents

Engaged a Communication Consultant

Website

Messaging

E-blasts

Data base management

Focused on *“Get Out the Yes Votes”*

Team leaders from each school

Entered information into Google Docs (went from emails to phone numbers)

Held text messaging parties

Key activities that lead to success

Transparency

Information availability – all venues

Social Media

Non-school champions

Get Out the Yes Vote