

Chair Report, Steve Loosley
February 11, 2018

Guy and I attended the OSBA Bonds, Ballots & Buildings Conference on Friday, February 9th, and we toured Chemeketa Community College to learn about their CTE programs. Key observations include the following:

1. If the Jefferson School District can pass a bond after four attempts, let's not give up hope!
2. A bond campaign begins by understanding what the voters will support. Voters attitudes can be gleaned through extensive listening sessions and professional polling (e.g., <http://nelsonreport.com/> in Salem).
3. Trust the research, and only go out for what the voters support.
4. Involve a diverse group of people in the campaign and limit the number of administrators.
5. Work together with unions: teachers are always the most trusted people in the room.
6. Be careful not to motivate the opponents. For example, one district didn't use any lawn signs.
7. Be ready to work hard! Campaigns use literature drops, phone banks, speaking engagements, pamphlets, and so on.
8. We need to take a close look at MakerSpace. If you're like us and unfamiliar with MakerSpace, begin with the MakerLab at PCC (<https://www.pcc.edu/maker/makerlab/>). Be sure to watch both videos, the second of which will take your breath away, promise!

Summary

We can pass a bond to fund the Industrial Technology Building if the following conditions hold:

1. Our polling finds support for a bond among the voters in our district.
2. We only go out for what the polling says voters will support.
3. Our Board of Education unanimously supports the bond.
4. The UCC faculty largely support the bond.
5. We begin early with listening sessions throughout the district.
6. We involve a diverse group of volunteers on the campaign committee.
7. We use someone with extensive campaign experience to help develop a strategy to run a data-driven campaign (as opposed to doing what others have always done).
8. A few of us are prepared for many hours of hard work over several months.