



# Huber Heights City Schools

OSBA Capital Conference  
November 9-11, 2009

Building Support From the Ground Up

It's Our Turn **NOW!**

## 2009 OSBA Capital Conference Committee Members

- Steve Avakian Levy Consultant
- Ann Bernardo Treasurer
- Anita Brock Community Patron
- Selena Crace Community Patron
- Cheryl Dale Assistant Superintendent, Retired
- Lu Dale Board Member
- Dr. Joe DeLuca Client Liaison, Fanning Howey
- Susan Gunnell Assistant Superintendent
- William E. Kirby Superintendent
- Cathy Young Levy Consultant

# The Project and Its Costs

- Total OSFC Project Budget: \$162,975,383
- Co-Funded State Share: 84,747,199
- Co-Funded Local Share: 78,228,184
- Locally Funded Initiatives: 3,771,816
  
- **TOTAL LOCAL SHARE: \$ 82,000,000**

# The Community of Huber Heights

- Located north of Dayton on both sides of I-70
- 40,000 people residing on a land area of 22 square miles
- Once known as the largest brick home community in the United States
- Presently have 7 elementary schools, 2 middle schools and Wayne High School

## Huber Heights City School District Recent Levy History

Aug. 04	9 mill	Replacement Operation Levy	Failed
Nov. 04	9 mill	Replacement Operation Levy	Failed
Jan. 05	(1.5 million in reductions)		
Feb. 05	6.5 mill	Cont. New Operations Levy	Failed
May. 05	6.5 mill	Cont. New Operations Levy	Passed
May. 06	9.5	Cont. Renewal Levy	Passed
Nov. 06	5.9	Cont. Renewal Levy	Passed
May. 07	1.5	Cont. Replacement P.I. Levy	Failed
Nov. 07	1.5	Cont. Replacement P.I. Levy	Passed
Nov. 08	6.92 mill	Bond Levy	Passed

# Community Response to Levies

- Levies did not usually pass on the first attempt
- After several levy failures, the district enacted reductions followed by a levy for a reduced amount
- Typical reductions included personnel, programs, pay-to-play, and busing
- The community would then respond with passing the levy with the millage reduced

## Campaign DVD – *It's Our Turn Now*

- 5,000 copies
- Played on a loop at all school Open Houses, community meetings, and on community access channels
- Sent home with all kindergarten and first grade students
- Available in all schools
- Volunteers played for small groups in homes

## Building Support From the Ground Up



IT'S OUR TURN

HUBER HEIGHTS CITY SCHOOLS

Huber Heights School Bond Levy  
November 4th  
"It's Our Turn"

The video frame features a man with glasses speaking. To his right is a vertical graphic consisting of three stacked squares: red, white, and red. The text "IT'S OUR TURN" is written vertically on the left side of the frame. A red banner with the Huber Heights City Schools logo and name is positioned below the man's head. At the bottom of the frame, the text "Huber Heights School Bond Levy November 4th 'It's Our Turn'" is displayed.

# Role of the School Board

- Appoint community members to the School Facilities Advisory Committee
- Support committee recommendations
- Attend various levy committee meetings
- Facilitate opportunities for focus groups
- Attend community functions
- Positive comments during school board meetings

# School Facilities Advisory Committee

- Board/Administration/Staff
- Booster groups
- Church groups
- Local government and business leaders
- Parents
- PTO/PTA
- Service clubs
- Senior citizens
- Special interest groups
- Strategic planning committee
- Students
- Others

# Community Engagement

- Why Engage Your Community?
  - To develop an appropriate facilities master plan
  - To build consensus in support of the plan
  - To pass a bond issue to fund the plan
- Community Engagement is a **PROCESS**
  - That involves stakeholders in facility planning
  - That progresses from needs awareness to solutions
  - That unifies a community through shared vision and ownership
  - That leads to a recommendation to the Board of Education

# Role of the Facility Planning Committee

- Become the “Local Experts”
- Understand your facilities
- Prioritize needs based on assessment data, tours, and enrollment projections
- Increase community attendance and involvement
- Study and evaluate potential master plan options with community input

- Community Leaders
- Board Representation
- Administration
- Church Groups
- Faculty and Staff
- Booster Groups
- Village / Township .Represent ation
- Senior Citizens
- Parent Associations
- Other Representatives

# Role of the Facility Planning Committee

- Compare estimated costs of options
- Evaluate potential sites
- Explore various funding methods
- Analyze community feedback and previous election results
- Make a recommendation to the Board of Education

- Community Leaders
- Board Representation
- Administration
- Church Groups
- Faculty and Staff
- Booster Groups
- Village / Township .Represent ation
- Senior Citizens
- Parent Associations
- Other Representatives

# TurningPoint®

- Real time feedback on the issues
- Anonymous responses
- An equal voice for everyone
- Understanding of the community's opinions and preferences
- Direction for the Facility Planning Committee
- Documentation of responses by demographic group
- Fun to use!

# Focus Groups and Polling

- Why do Polling?
  - To go or not to go
  - Motivate the troops and community
  - Shape messaging (a road map)
  - Identify problems and opportunities (narrowcasting)
- Poll drives plan, plan drives budget

# Focus Groups and Polling

- Always Hire a Pro
  - Avoid postcard and other approaches
- The power of cross-tabs
- Integrate levy/bond issue polling with non-levy marketing plan

# Bond Campaign Fundraising

- Goal: To raise \$50,000
  - For campaign mailings, yard signs, DVD, etc.
  - Early appeal is the key -- raising funds early enough to conduct a comprehensive campaign
  - Prospects
    - Staff – payroll deduction
    - Vendors – letters and phone calls
    - Parents – volunteer card, please donate

# Bond Campaign Fundraising

- Solicitation
  - Personal contact
  - Letters and follow-up phone calls
  - Donations from local businesses in the form of money donations, in-kind contributions, or visible support like signs in windows or on marquees
- Look for top tier contributors, rate and evaluate, set pace, raise half the money three months before the election
- Always remember to send thank you cards!

# What's in Your Folder?



**PowerPoint available at  
[www.huberheightscityschools.org](http://www.huberheightscityschools.org)**