



# SEQUENCE OF EVENTS FOR REFERENDA

- I. **Strategic Planning, Board Goals, Vision Planning, Etc.**  
*Can be ongoing for years*
- II. **Needs Assessment Conducted**  
*Allow 1-2 months*
- III. **Facility Planning Committee (30-40 members, Board Selects)**  
*Begins meeting 10-12 months (or sooner) prior to election. Meetings could begin prior to completion of needs assessment. Begin school tours.*
- IV. **Needs Assessment Data Reviewed, Make Tentative Recommendations**
- V. **Inform Community**  
*Begin community engagement. Ask community to prioritize. Gather data.*
- VI. **Facility Planning Committee Meets Again and Develops Options**  
*Prioritize options.*
- VII. **Determine Community Consensus**  
*Could likely return to community for additional polling and consensus-building. Don't rush this process. Work hard to get consensus and support from the community.*
- VIII. **Formulate Recommendations to Board**
- IX. **Submit Recommendations to the Board**  
*After about 6 months. All committee members should be present. All sign recommendations*
- X. **Inform Community of Board Approved Recommendations**  
*Should be done as soon as possible after board approval, and should be completed no later than 8-10 weeks prior to election date. Send newsletter to entire community.*
- XI. **Establish Campaign (PAC) Committee (40-50 Members)**  
*Begin planning months prior to election. Immediately begin assigning responsibilities, etc. Provide for about 8-10 weeks of campaigning.*
- XII. **Conduct Voter Research; Identify YES Voters, Conduct Community Research, Etc.**  
*Begin registration analysis gathering information on YES and undecided voters, survey, etc.*
- XIII. **Campaign (PAC) Committee Initiates Strategies/Activities, Including for Election Day**  
*Some activities should not be activated until 10 days prior to the election. Some experts recommend that signs not be displayed any sooner than 4 weeks prior to election. Other experts, however, suggest signs not be displayed any earlier than 2 weeks prior to election day, and only then if you have lots of them.*