

# Coronado Unified School District

## Public Communications

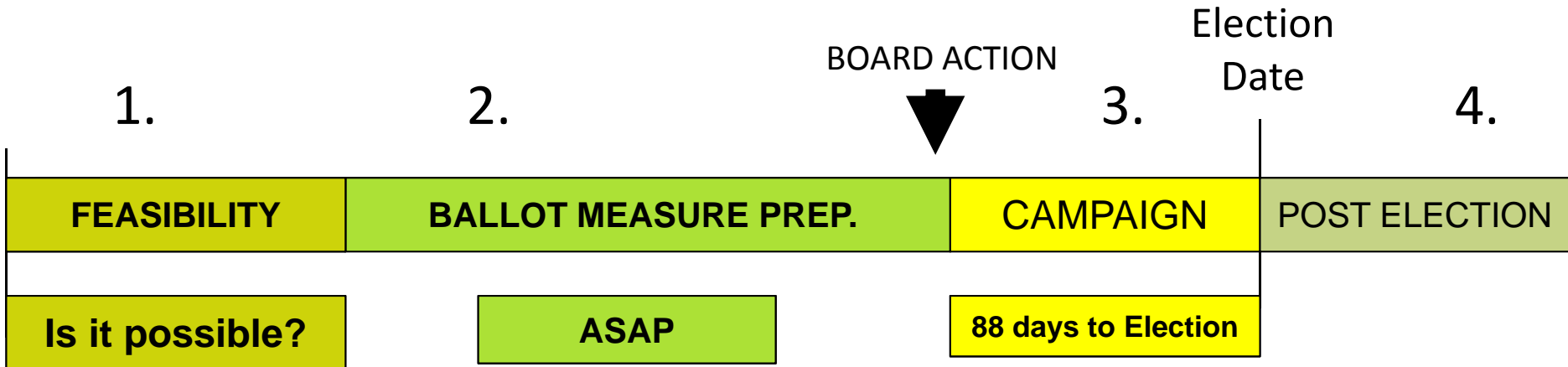
Bonnie Moss – CliffordMoss

February 6, 2014

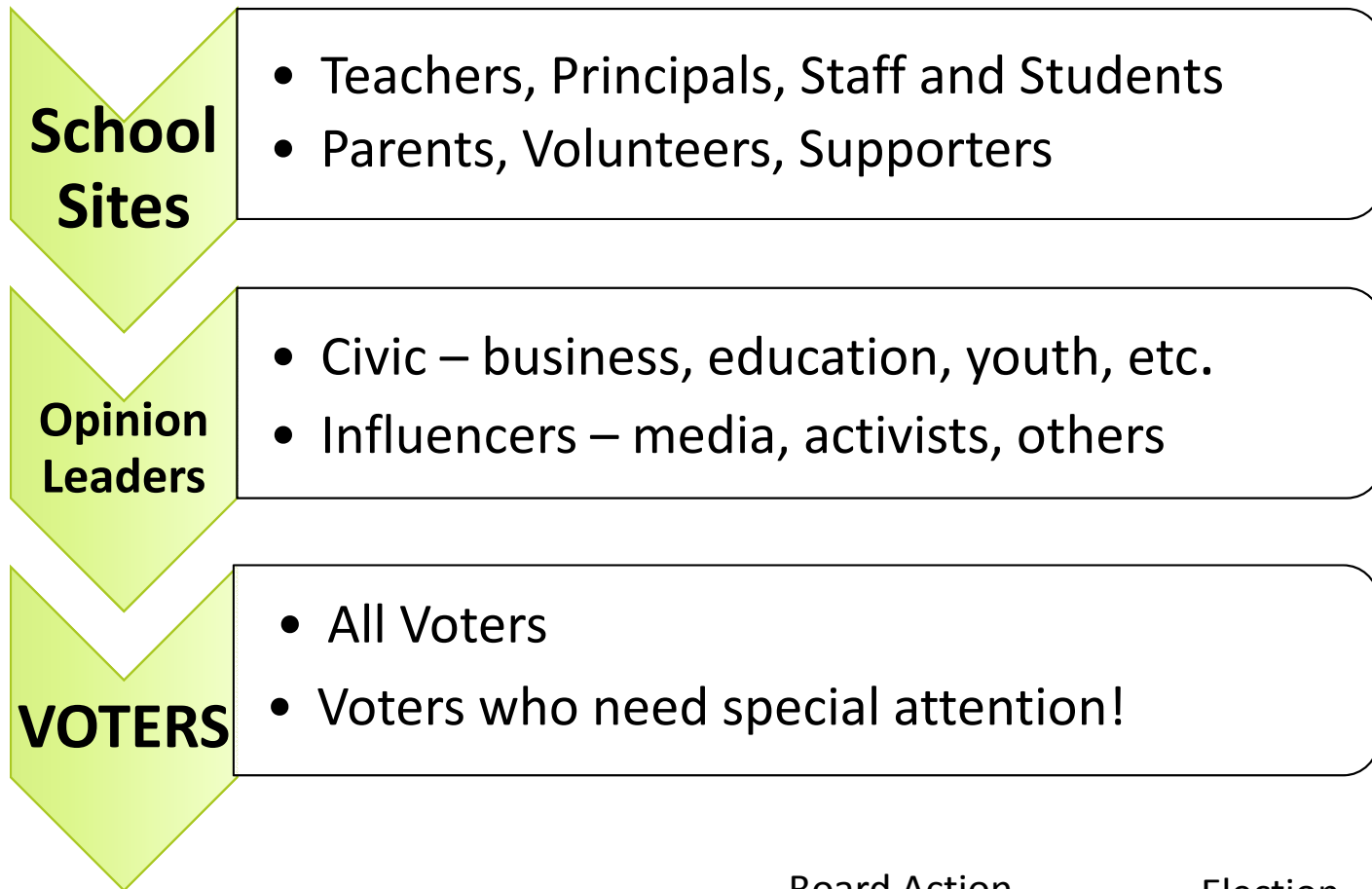
**CliffordMoss.**

# Process Overview

## TIMELINE



# Transparent Public Communications



School Bond Timeline



# Public Communication Tools

*Panama-Buena Vista Union School District  
2012 School Bond Feasibility Project*

*Facilitator's Packet  
Opinion Leader  
Strategic Conversations*



Panama-Buena Vista Union School District  
**QUALITY SCHOOLS**  
K-8 Neighborhood School Facilities & Technology Update

**PARENTS AND PROPERTY OWNERS: YOUR INPUT IS IMPORTANT TO US.**

**MUHSD**  
Merced Union High School District  
Box 2147, Merced, CA 95344

## HIGH SCHOOL FACILITIES Improvement Plan

*Please read!  
Your input is important to us.*

**To Relieve Severe High School Overcrowding and Improve the Quality of Education in Merced**

# Coronado JUNE 2014 Election Timeline

## ➤ FEBRUARY

### Listening/Engagement

Stakeholders / Opinion Leaders / Public Info  
Bond Plan Shared Broadly

## ➤ Feb 18:

### **Ballot Measure Full Review**

Board Review & Action

## ➤ March 7, 2014

Filing Deadline for June 2014 Election

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## ➤ Mar-Apr-May-June 3<sup>rd</sup>

Campaign Window

## ➤ June 3, 2014

**ELECTION DAY!**

## Transparent Public Communications

### Once a measure is FILED...

- CUSD cannot spend any resources to advocate (up or down) on the ballot measure.
- Neutral Information (FACTS ONLY) can be provided.
- Paid employees of CUSD may not advocate for/against the measure on “CUSD time”. They may volunteer on own time.

#### School Bond Timeline



# Q&A

Questions  
Answers  
Discussion

