

SAN RAFAEL CITY SCHOOLS
Bond Program
Building for Student Success



Strategic
Communications Plan

BOARD OF EDUCATION
NOVEMBER 14, 2016



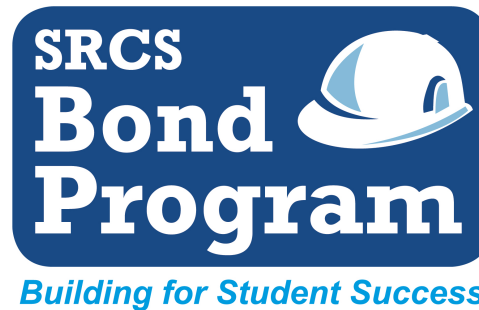
Building the Foundation

Research



Vision

*By employing **authentic, transparent & two-way communication** and **engagement**, SRCS will be equipped to **successfully** implement its Bond Program with **support** from and **collaboration** with the greater **San Rafael community**.*



Goals & Objectives

Goal 1: Establish an effective communication program that can be easily understood by the greater public to inform all audiences about the implementation, accomplishments and expenditures of Measures A & B.

Goal 2: Engage stakeholders meaningfully in the planning and design.

To these ends, the following **objectives** have been identified:

- Identify and communicate how students and school communities directly benefit
- Celebrate achievements, progress and initiatives
- Encourage stakeholders to participate in planning and design phases for their schools
- Establish the program as an example of efficiency and effectiveness
- Reinforce that the program only meets a portion of the district's facilities needs
- Gain the public's confidence in implementing the program

Audiences

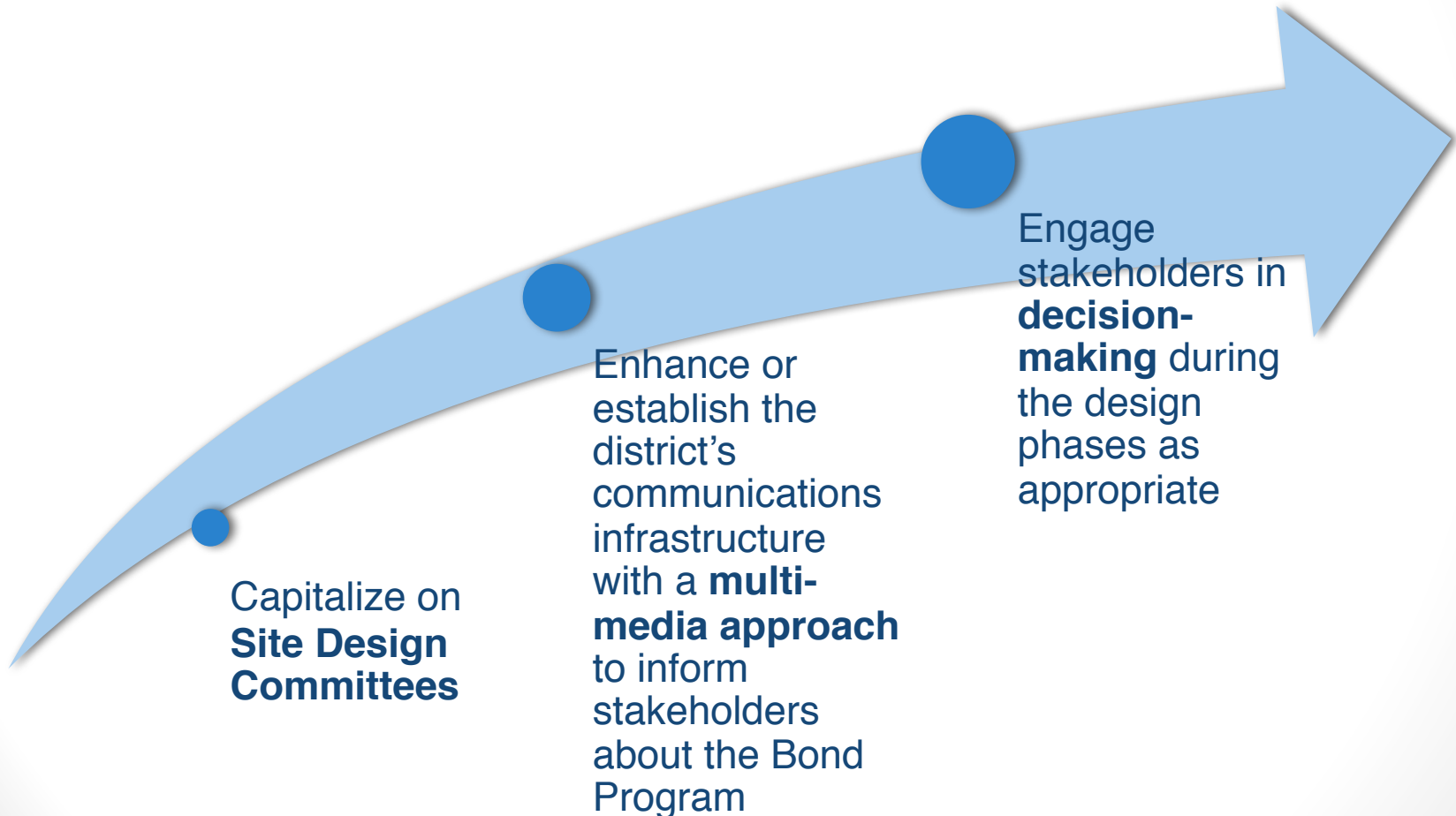
Internal

- Board of Education
- Teachers and classified staff
- Students
- Parents and families
- Labor management groups
- Administrators

External

- Oversight Committee
- Community members / taxpayers
- Community groups
- Local officials
- Partners
- Business community
- Realtors
- Media

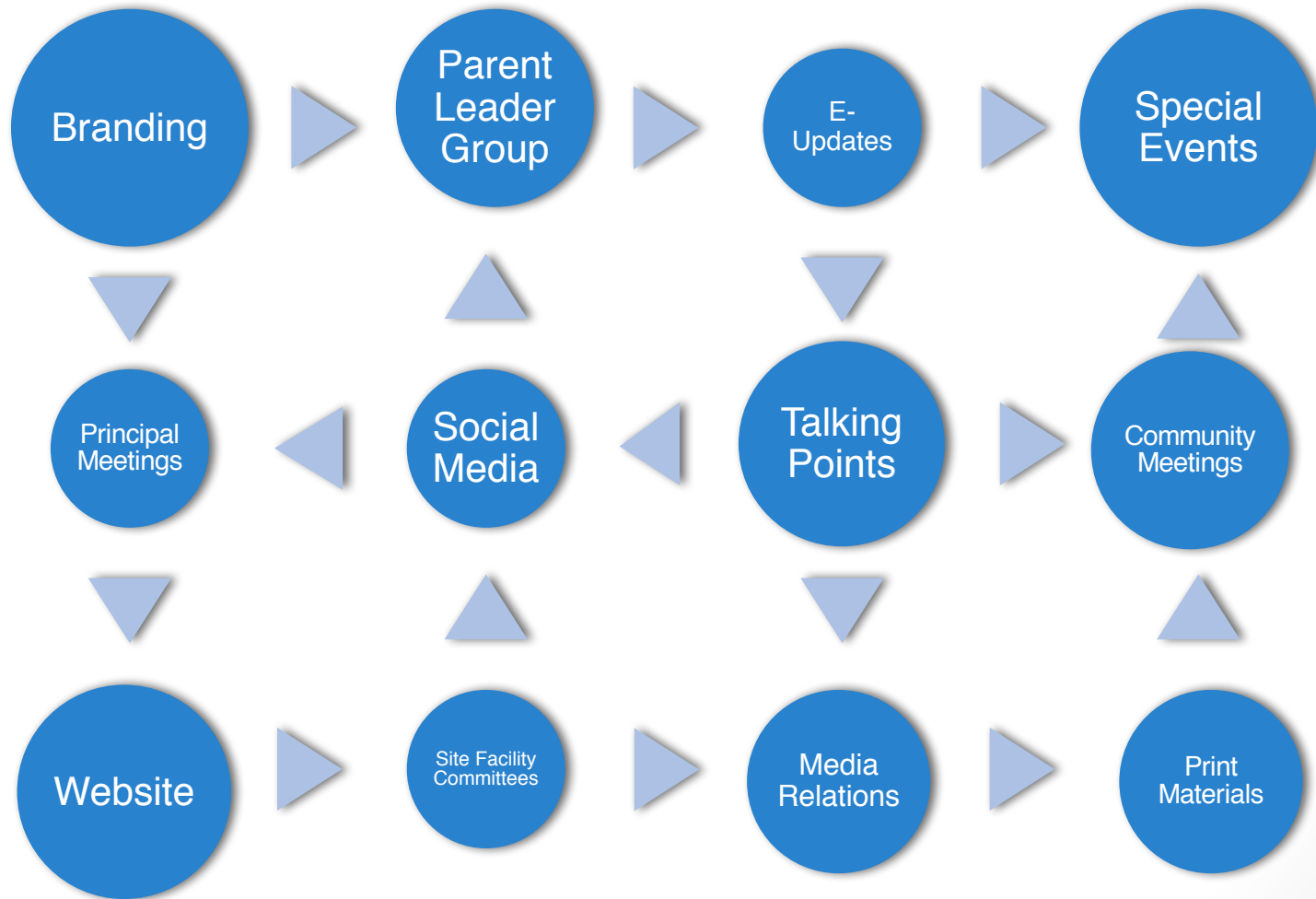
Strategies





Bringing the Plan to Life

Tactics



Website

WWW.SRCSBONDPROGRAM.ORG



Translate

SRCS Homepage



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Home About School Projects Getting Involved Master Facilities Plan Oversight Committee Doing Business With Us

Get Involved

You can help shape projects throughout the community

Learn More

Building for Student Success

San Rafael City Schools' bond program, comprised of \$108 million to fund updates to our elementary and middle schools and \$161 million for our high schools, was generously approved by San Rafael voters in November 2015.

Over the next eight years, the bond program will provide much needed

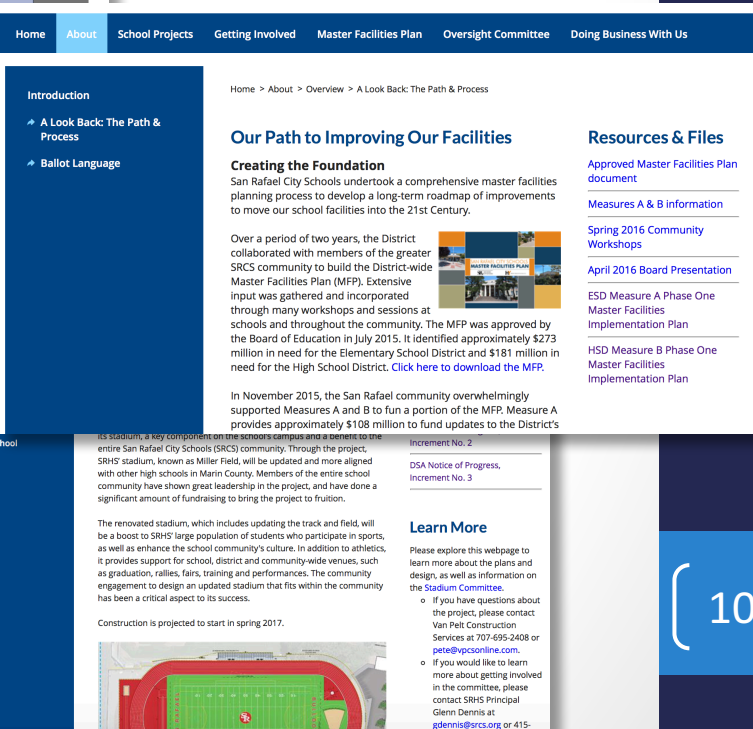
News & Updates

Architectural Firms Selected

In August 2016, the SRCS Board of Education approved the pool of available architectural firms to perform comprehensive design services on selected Measure A and B Programs. **Click the headline to learn about the select**

Notice of Preparation of an Environmental Impact Report for the SRH

San Rafael City Schools is preparing an Environmental Impact Report (EIR) for the proposed expansion and reconstruction at the San Rafael High School campus located at 185 Mission



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E-Updates

SAN RAFAEL CITY SCHOOLS Bond Program

Building for Student Success



UPDATES ON SRCS' PROGRESS ON MEASURES A & B

[HAGA CLIC AQUI PARA
LEER EN ESPANOL](#)

September 2016

Welcome to the First Edition of our San Rafael City Schools Bond Program E-Newsletter!

This newsletter is just one way SRCS plans to regularly share updates and progress on our bond program.

San Rafael City Schools' bond program, comprised of \$108 million to fund updates to our elementary and middle schools and \$161 million for our high schools, was generously approved by San Rafael voters in November 2015.

Over the next eight years, we will be making much needed improvements to our facilities to create safe, innovative learning environments and to provide instructional technology to support 21st century learning. Additional classrooms, labs and equipment will reduce overcrowding and will meet the growing demand for hands-on science, technology, engineering, arts and math (STEAM) classes. Projects will roll out over several years as we work closely with our school communities on the planning, designing and subsequently, construction will begin!

Bond Program Website Launched

We have created a website specific to the bond program to serve as a go-to resource for information and for the community to follow our progress -



Architectural Firms

In August 2016, the Board of Education approved the pool of available and prequalified architectural firms to perform comprehensive design services on selected projects within the Measure A and B Programs.

As part of the next steps for the Elementary School District, a collaborative architectural selection process is currently being developed to match specific school site

the Bond Program Team

**ust and talented team to lead our \$269 million
gram supported by Measures A and B.**

es Program

y served as Director of Strategic Initiatives in the
ointed the Senior Director of Capital Facilities Program
nsible for overseeing the bond program to update and

S

ive search and interview
nt services, the Board of
Van Pelt Construction Services (VPCS) in June 2016
Through their program management services, VPCS
strict staff, architects, contractors and consultants in all
tion.



ding Northern California program and construction
school, university and healthcare projects.

Site Facility Committees

- Critical to the success of the site work is collaboration with the school communities on project designs and details.
- Site Facility Committees have been formed, made up for teacher, staff, parent, student and community members representatives
 - Will partner with the project team, including architects, engineers, project and/or construction managers, District staff and others, in guiding the design and planning work at the school.
 - Communication ambassadors

Purpose: *The Site Facility Committee will strive to identify specific design, scope, schedule and budget for each project within the selected campus. Once the committee comes to consensus, it will make a recommendation to the Capital Facilities Program Team.*



Questions?