



**FACILITIES ADVISORY COMMITTEE
PRESENTATION JANUARY 13, 2021**





FACILITIES ADVISORY COMMITTEE

FAC YOUR TASK CYCLE FOR TONIGHT

Purpose

Determine Cleburne ISD's need for capital projects, timelines, and costs that result in optimum student learning and strategic use of existing and new facilities. The Committee counsels and provides input to the administration and presents findings and recommendations to the Board of Trustees *for consideration of a May 2021 bond referendum.*

Charge

Become informed of current Cleburne ISD needs and goals and design a bond referendum proposal that supports district goals, meets student needs, reflects good stewardship, and can be supported by the Cleburne community.

Outcomes for Tonight

- Aligned Work Group; Cohesive Owners of the 2020-2021 Facilities Advisory Committee Work
- Recap FAC Decisions
- Survey Results
- Final Bond Referendum
- 2016 – 2025 Long-Range Facilities Plan
- Fulfillment of Charter
- Acknowledgement from Board of Trustees
- Final Comments
- Where Do We Go From Here?
- Like and Wishes
- CELEBRATE!



- One conversation at a time; no side-bar talk; no visiting table to table
- Honor the time contract
- Stay on topic and on task
- Share ideas freely; no “duck shooting”
- Listen to understand; respect and honor others’ input
- Think holistically; sublimate personal agendas; consider the whole District.
- Be kind
- Be honest
- Silence electronic devices
- Share the conversation—at tables and in large group; don’t monopolize time, conversation or “report out” opportunities
- Be relentless in pursuing consensus
- HAVE FUN!



WHAT MAKES FOR A SUCCESSFUL BOND?

- Supports District Goals
- Meets Student Needs
- Reflects good stewardship
- Can be supported by the Cleburne community



The background of the slide is a detailed architectural floor plan of a building. It shows various rooms, corridors, and structural elements. Some rooms are labeled with areas like '34m²', '18m²', '8m²', '4m²', '24m²', '10m²', and '10m²'. There are also grid lines labeled with letters (A, B, C, D, E) and numbers (1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100).

REVIEW OF FAC WORK & FINAL DECISIONS ON PROJECTS & BOND

Dr. Kyle Heath
Superintendent





FACILITIES ADVISORY COMMITTEE

FAC 2016 BOND MASTERPLAN REVIEW

May 2016 Bond Election

Approved Projects

New Cleburne High School	✓
Renovated CTE Center	✓
Technology Upgrades	✓
Cooke Remodel	✓
Coleman Remodel	✓

Completed 2020

May 2021: Five Year Plan

Projects Anticipated

Projects recommended by 2016 Bond Committee for May 2021 Bond Referendum

Technology Upgrades	✓
New Land Purchase	✓
Wheat Remodel	✗
New Coleman	✗
New Cooke	✗
Upgrades To Gerard	✗

Bond Planning Priority Change
AAAC Recommends Grade Realignment to Board of Trustees, Sept. 21, 2020

2025: Ten + Year Plan

Projects Anticipated

Long-term projects recommended by 2016 Bond Committee for consideration by 2021 FAC

Technology Upgrades	?
New Stadium	?
Potential New Middle School	?
Potential New Elementary School	?
Potential Expansion of High School	?



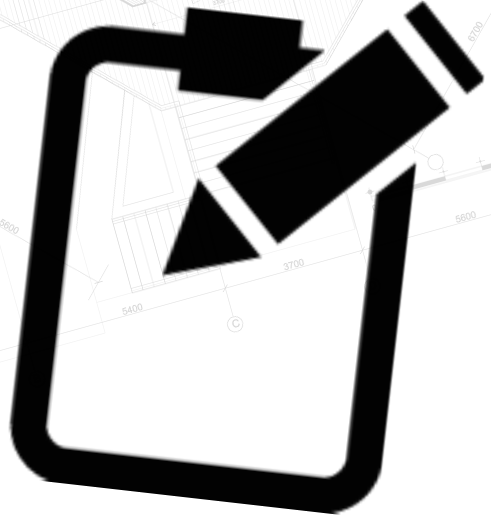
SURVEY RESULTS

Dr. Chris Jackson

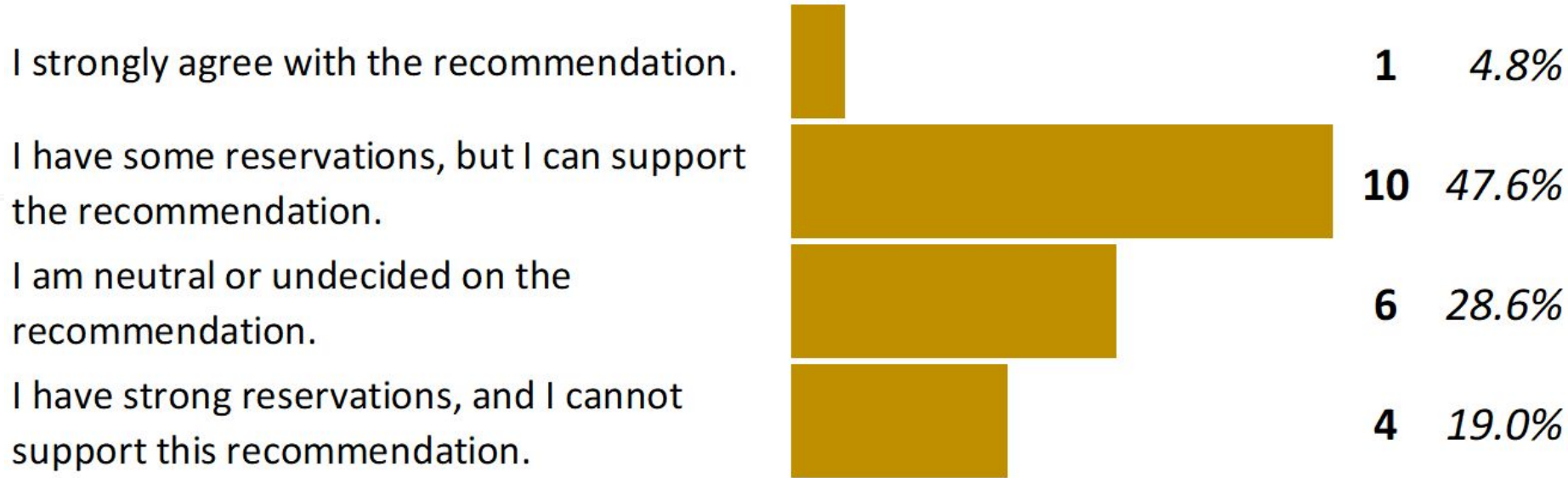
Asst. Superintendent of Research,
Data, and Accountability



- Due to the failure of the CoVoice system at the last meeting, we felt this survey was necessary to provide additional clarity and feedback to the committee on the consensus of the group.
- 21 out of 24 FAC members responded (88%)

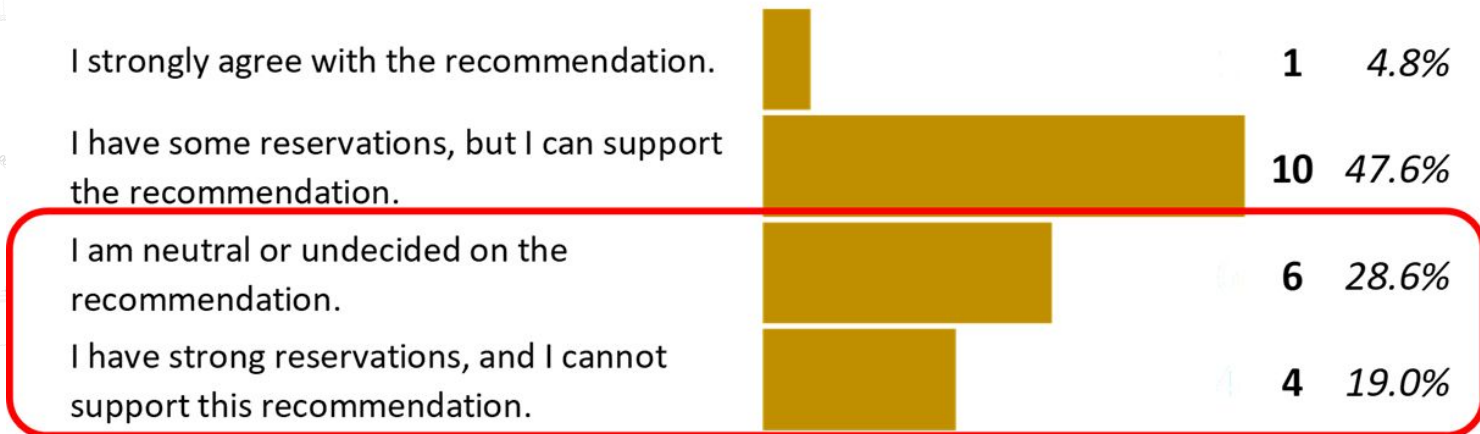


What is your level of support of the recommendation made by the FAC on December 16, 2020?

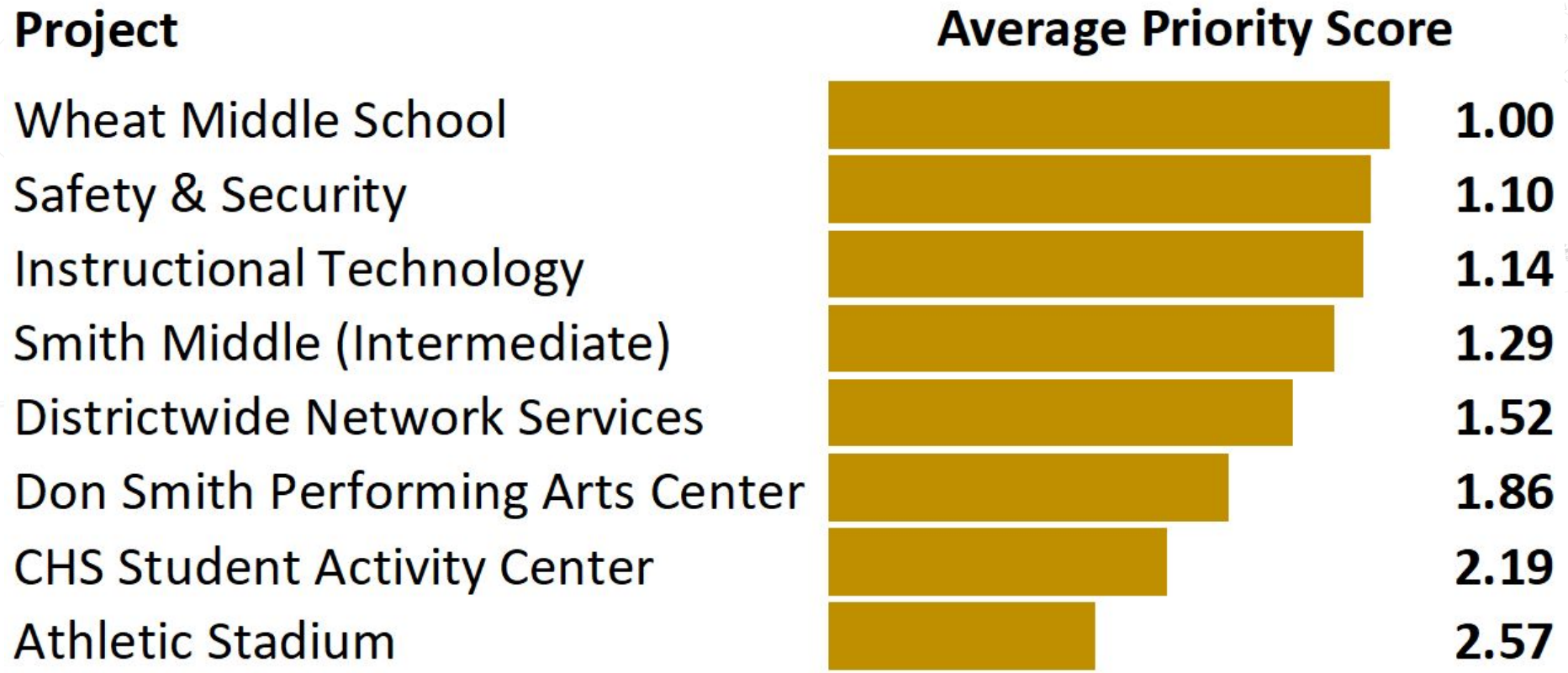


SURVEY RESULTS

What is your level of support of the recommendation made by the FAC on December 16, 2020?



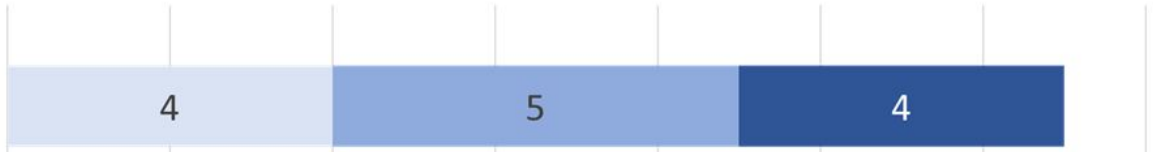
8 of the 10 respondents that are undecided or have strong reservations recommended “No Action” on the athletic stadium.



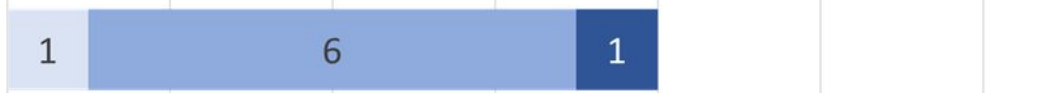
Wheat Middle School

Content with Any Option Strong Recommendation Absolute Right Decision

Option A - Renovation



Option B - Rebuild



No Action

0 2 4 6 8 10 12 14

Smith Middle (Intermediate) School

Content with Any Option Strong Recommendation Absolute Right Decision

Option A -
(\$5,871,648)



Option B -
(\$2,856,687)



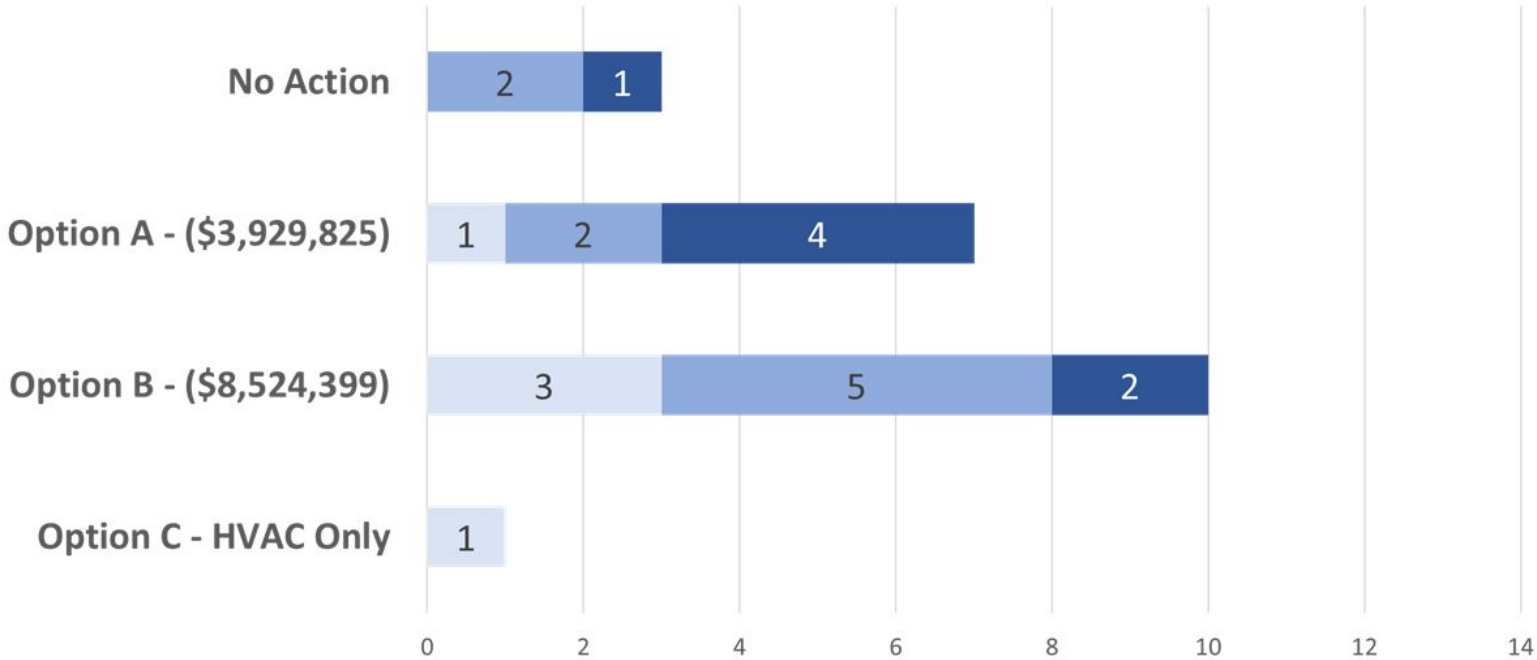
No Action



0 2 4 6 8 10 12 14

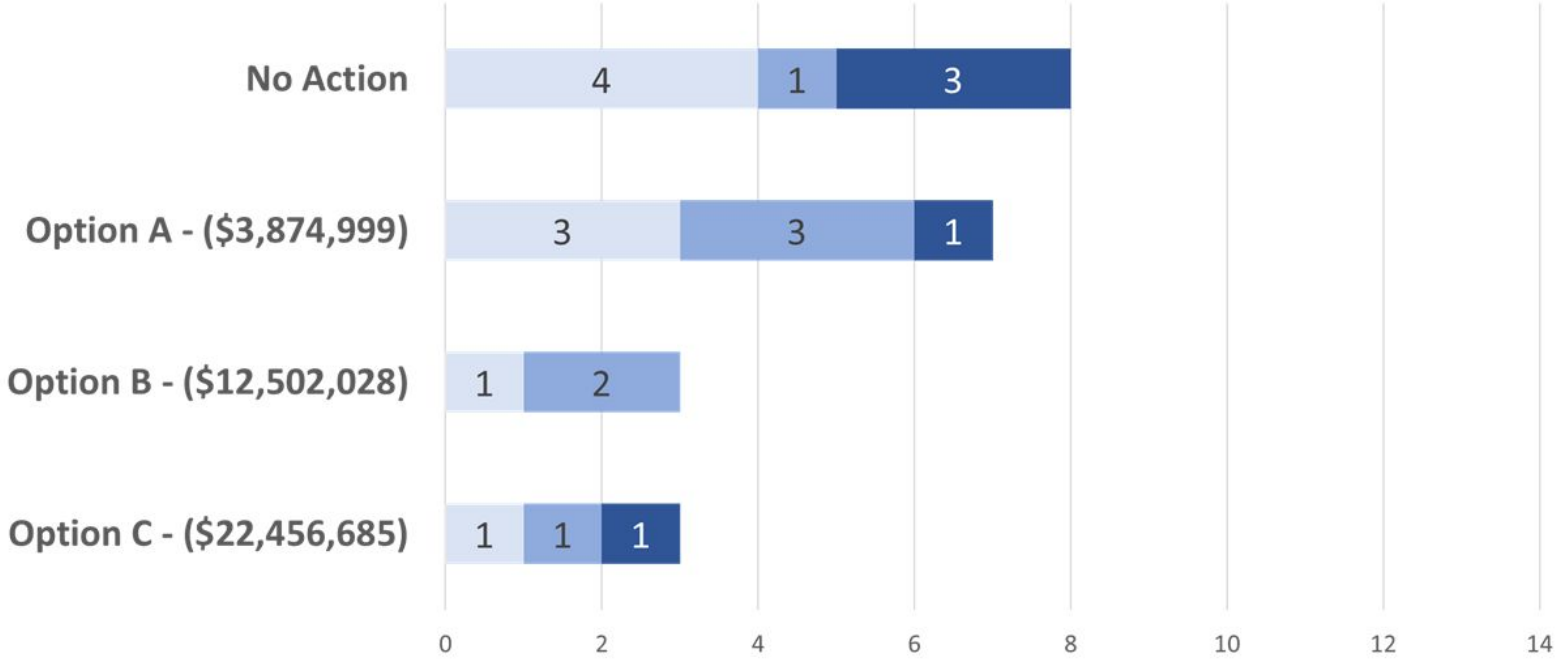
Don Smith Performing Arts Center

Content with Any Option Strong Recommendation Absolute Right Decision



Student Activity Center

■ Content with Any Option
 ■ Strong Recommendation
 ■ Absolute Right Decision

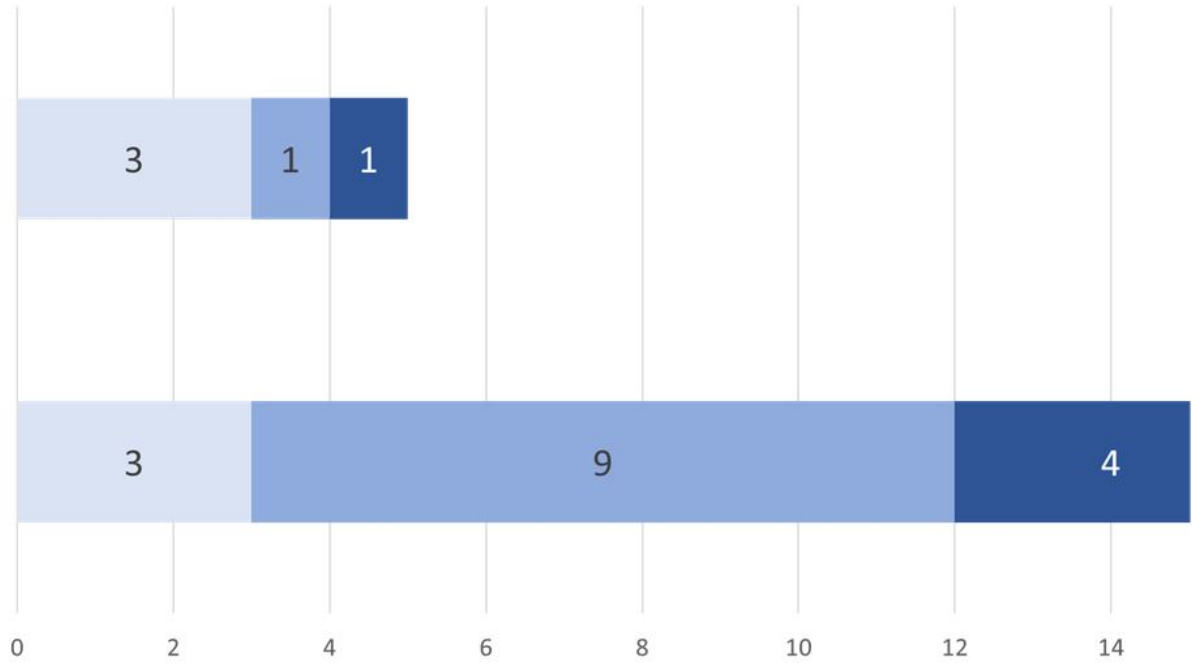


Athletic Stadium

Content with Any Option Strong Recommendation Absolute Right Decision

New 5,500 Seat Stadium

No Action



Technology Projects

■ Content with Any Option
 ■ Strong Recommendation
 ■ Absolute Right Decision

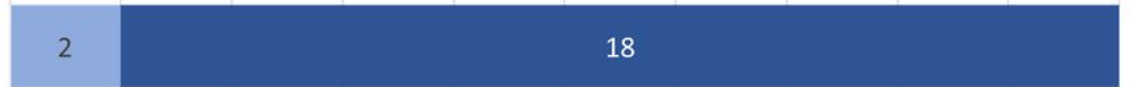
Districtwide Network Services



Instructional Technology



Safety & Security



0 2 4 6 8 10 12 14 16 18 20

Project

Average Priority Score

Wheat Middle School



1.00

Safety & Security



1.10

Instructional Technology



1.14

Smith Middle (Intermediate)



1.29

Districtwide Network Services



1.52

Don Smith Performing Arts Center



1.86

CHS Student Activity Center



2.19

Athletic Stadium



2.57

1.0

2.0

3.0

The background of the slide is a detailed architectural floor plan of a building. It shows various rooms, corridors, and structural elements. Some rooms are labeled with areas such as 34m², 18m², 10m², 8m², 4m², 24m², and 10m². The plan includes a grid system with letters A through E and numbers 1 through 5. The text is overlaid on this plan in a large, bold, black font.

SURVEY RESULTS QUESTIONS, COMMENTS, & FEEDBACK





FAC 2016-2025 LONG-TERM FACILITIES PLANS OVERVIEW

May 2021: Bond Election

Projects Considered

Projects recommended by AAAC for May 2021 Bond Referendum

New Wheat MS / Renovation	✓
Smith Renovation (Intermediate)	✓
Safety & Security	✓
Instructional Technology	✓
District Wide Network	✓
Don Smith PAC	?
CHS Student Activity Center	?
New Stadium	?

2025: Five Year Plan

Projects Anticipated

Projects recommended by FAC to consider for 2025 Bond Referendum

New Athletic Stadium	?
CHS Student Activity Center	?
Don Smith PAC	?
Technology Upgrades	?
New Cooke & Coleman	?
Gerard Updates	?
New Land Purchase	?
Expansion of High School	?

2030: Ten + Year Plan

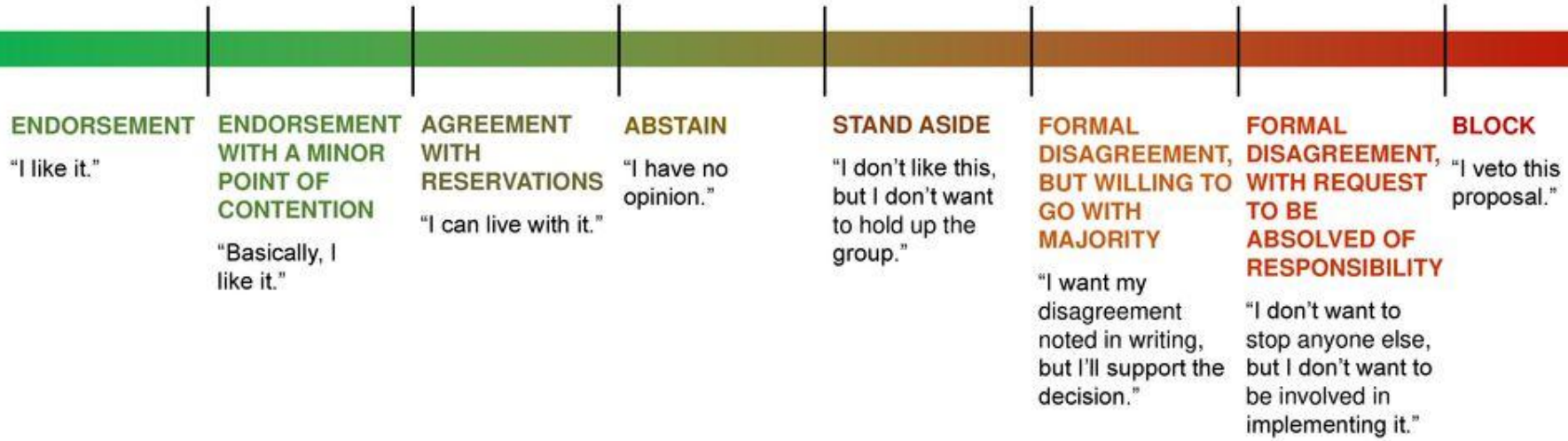
Projects Anticipated

Projects recommended by FAC to consider for 2030 + Bond Referendum

New Athletic Stadium	?
CHS Student Activity Center	?
Don Smith PAC	?
Technology Upgrades	?
New Cooke & Coleman	?
Gerard Updates	?
New Land Purchase	?
Expansion of High School	?

Based On Survey Results

CONSENSUS & GRADIENTS OF AGREEMENT



This is the Community At Work Gradients Of Agreement Scale.

This scale makes it easier for participants to be honest. Using it, members can register less-than-whole-hearted support without fearing that their statement will be interpreted as a veto.





DETERMINE CHARTER FULFILLMENT

Michelle Hughes
Facilitator, TransCend4





ACKNOWLEDGEMENT FROM BOARD OF TRUSTEES

Elizabeth Childress
President



A detailed architectural floor plan of a building, showing various rooms, corridors, and structural elements. The plan includes room numbers (e.g., 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200) and area measurements (e.g., 34m², 18m², 8m², 4m², 24m², 18m², 10m²). The plan is overlaid with a grid of letters (A, B, C, D, E) and numbers (1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100).

WHERE DO WE GO FROM HERE?

Anna Chenier

Regional Marketing Director,
PBK Architects



PBK Community Engagement

OVERVIEW

RULES & TRENDS FOR COMMUNICATING A SCHOOL BOND ELECTION



RULE OF THUMB

If there truly is **A NEED...**

And that need has been
PROPERLY EVALUATED & PRIORITIZED;

And worked into an
EFFECTIVE SOLUTION

that is

**SENSITIVE TO
CURRENT ECONOMIC CONDITIONS;**

And is **PROPERLY COMMUNICATED;**

Then Texas school bond referendums
DO NOT FAIL.

YOUR RESPONSIBILITY

- Get Registered to Vote
- Get Informed
- Spread the Word
- VOTE!



ARE YOU REGISTERED TO
VOTE?

LAST DAY
Thursday, April 1st



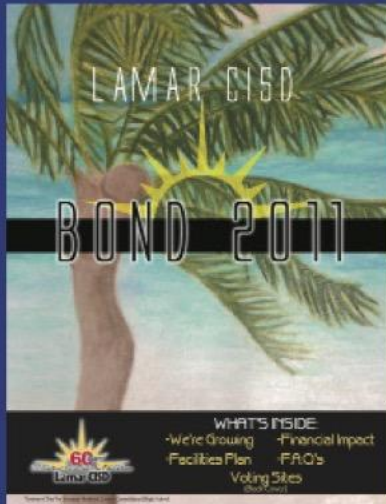
2 CAMPAIGNS

2 CAMPAIGNS

School District (ISD)

FACTUAL

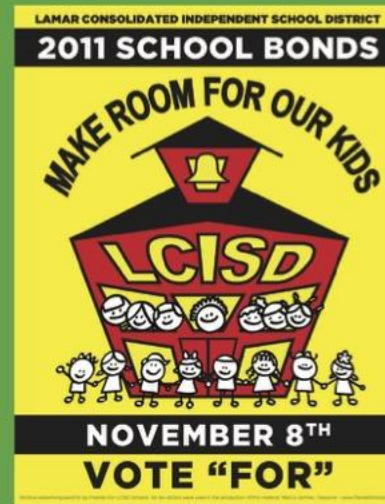
“Remember to Vote!”



Political Action Committee (PAC)

PERSUASIVE

“Remember to Vote FOR!”



2 CAMPAIGNS

School District (ISD)

FACTUAL

- Voter Registration Forms
- Absentee Ballots
- Web Site & Social Media
- Brochures / Newsletters
- School Handouts / Take-homes
- Campus Posters / Signs
- Presentations / Community Forums
- Campus Marquees
- Staff E-Blasts

Political Action Committee (PAC)

PERSUASIVE

- Fundraising Campaign
- Web Site & Social Media
- Brochures / Postcards
- Signage
- Advertising
- Presentations
- E-Blasts
- Letters to Editor
- Pushcards



CAMPAIGN STRUCTURE

CAMPAIGN STRUCTURE

- 1. District Campaign**
- 2. PAC Campaign**
- 3. Organized Meetings**
- 4. Strategy + Messaging**
- 5. Production + Distribution**



CAMPAIGN STRUCTURE

- 1. District Campaign**
- 2. PAC Campaign**
- 3. Strategy + Messaging**
- 4. Production + Distribution**



- **Campus-specific Literature**
- **Campus-specific Signage**
- **Direct Mail**
- **Website**

CAMPAIGN STRUCTURE

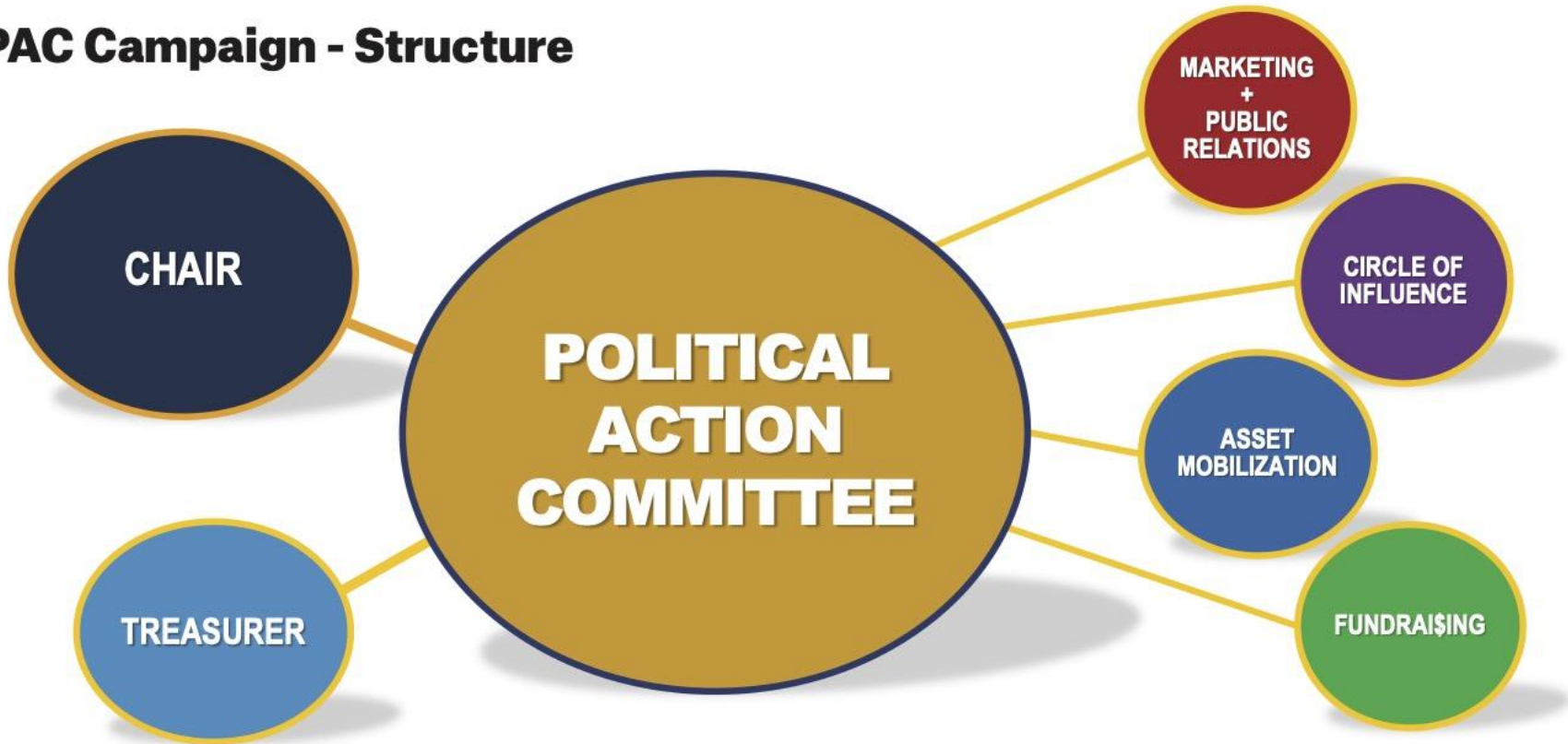
1. District Campaign
2. PAC Campaign
3. Strategy + Messaging
4. Production + Distribution

- Committee Leadership (Chair, Treasurer)
- Sub-Committees
- Laws (Ethics Commission)
- Required Filings
 - Form STA (Identify Treasurer)
 - Form SPAC (Finance)



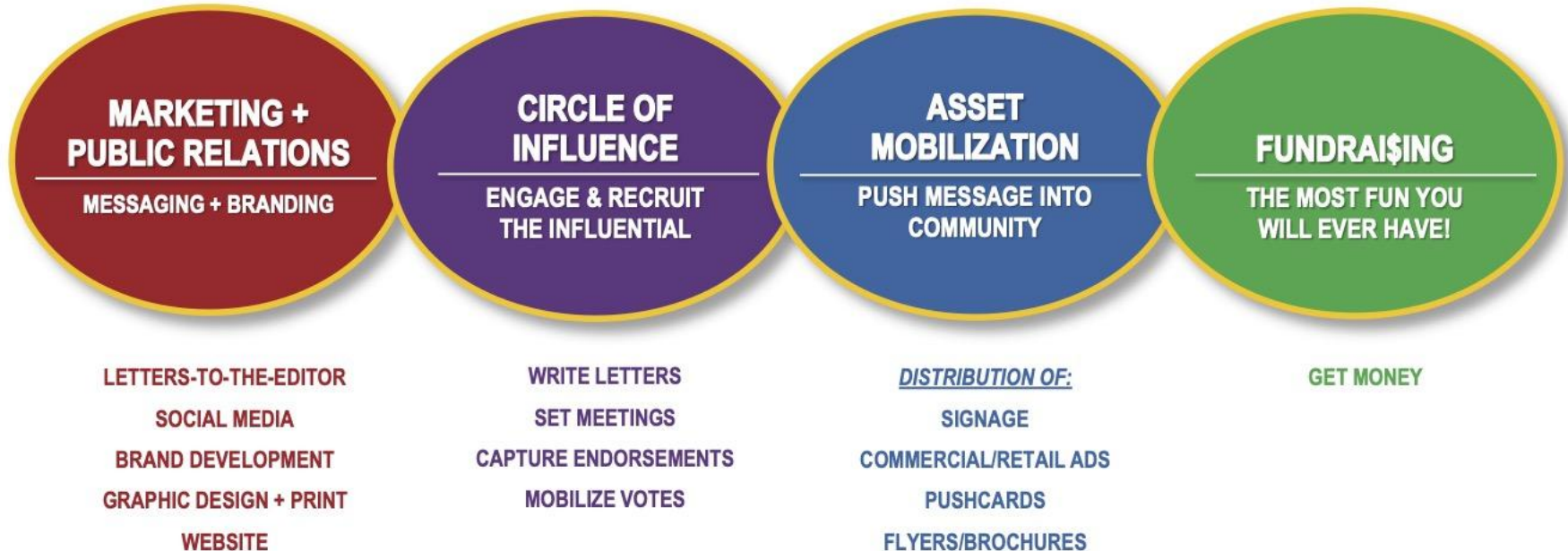
CAMPAIGN STRUCTURE

PAC Campaign - Structure



CAMPAIGN STRUCTURE

PAC Campaign - Subcommittees



CAMPAIGN STRUCTURE

1. District Campaign
2. PAC Campaign
3. Strategy + Messaging
4. Production + Distribution

• Campaign Assets

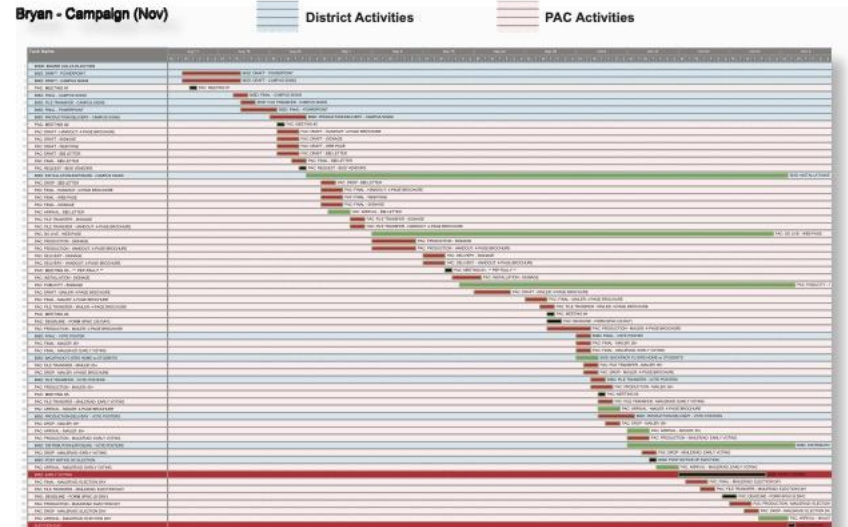
- Social Media
- Website
- Direct Mail (brochures, letters, postcards, etc.)
- Signage
- Billboards
- Advertisements
- T-shirts
- Buttons
- Etc.



CAMPAIGN STRUCTURE

1. District Campaign
2. PAC Campaign
3. Strategy + Messaging
4. Production + Distribution

- Strategic Campaign Scheduling
-- Alignment of ISD & PAC Campaign Activities



CAMPAIGN STRUCTURE

1. District Campaign
2. PAC Campaign
3. Strategy + Messaging
4. Production + Distribution





THE RULES

THE RULES

“HOW DO I STAY OUTTA’ TROUBLE?”

District Staff...

CAN:

- Organize a citizen-based committee to assess needs
- Serve as facilitator & advisor to the committee
- Communicate the committee’s efforts to the public
- COMMUNICATE THE FACTS. ONLY THE FACTS.
- Communicate with community organizations/clubs
(i.e. Chamber of Commerce, PTA, Rotary Club, etc.)
- Produce factual materials for circulation
- Communicate regularly with district employees
- Capitalize on the WWW & Email to communicate

CAN NOT:

- ADVOCATE FOR THE BOND
- Use district resources for “political advertising”
- Spend or authorize spending for “political advertising”
- Use paid time for “political advertising”
- Host PAC meetings on district-owned property

“Political Advertising” - A communication that advocates a particular outcome of an election. It can be a communication in almost any written or broadcast form, such as a billboard, a flier, a newsletter, a poster, a television or radio ad, an Email message, or a web site.



**Know the
DATES**



**Know the
DO’s & DON’Ts**

THE RULES

"HOW DO I STAY OUTTA' TROUBLE?"

Political Action Committee...

CAN:

- ADVOCATE THE BOND
- Organize PAC meetings for a Pro-Bond campaign
- Solicit for and raise funds for a Pro-Bond campaign
- Produce and distribute Pro-Bond materials
- Produce and post Pro-Bond signage
- Produce and publicize Pro-Bond advertisements
- Host and facilitate Pro-Bond presentations
- ** File required forms with Texas Ethics Commission

** Should/Must

CAN NOT:

- Distribute materials without required disclaimers
- Display signage without required disclaimers
- Display signage in prohibited areas
- Display Pro-Bond materials on private property without Owner's permission
- Host PAC meetings on district-owned property

Sample Disclaimer

"This material produced using private donations. No tax dollars were used in the production of this material."



**Know the
DATES**



**Know the
DO's & DON'Ts**

DID YOU KNOW?

TOP FIVE REASONS SCHOOL BOND PROPOSITIONS DO NOT PASS

**BAD
ECONOMY**



**TAX
EFFECT**



**LACK OF
TRUST**



**UN-
INFORMED**



APATHY



PRK

THANK YOU

The background is a detailed architectural floor plan of a building. It shows various rooms, corridors, and structural elements. Dimensions are marked throughout the plan, such as 10m, 18m, 24m, 8m, 4m, 10m, 18m, 10m, 3100, 3300, 3400, 3500, 3600, 3700, 3800, 3900, 4000, 4100, 4200, 4300, 4400, 4500, 4600, 4700, 4800, 4900, 5000, 5100, 5200, 5300, 5400, 5500, 5600, 5700, 5800, 5900, 6000, 6100, 6200, 6300, 6400, 6500, 6600, 6700, 6800, 6900, 7000, 7100, 7200, 7300, 7400, 7500, 7600, 7700, 7800, 7900, 8000, 8100, 8200, 8300, 8400, 8500, 8600, 8700, 8800, 8900, 9000, 9100, 9200, 9300, 9400, 9500, 9600, 9700, 9800, 9900, 10000. The plan also includes a grid system with letters A through E and numbers 1 through 5. The text "Questions, Comments, & Feedback" is overlaid in the center of the plan.

Questions, Comments, & Feedback

