

An architectural blueprint of a building floor plan is shown with a wooden ruler placed diagonally across it. The blueprint includes various rooms and corridors, with labels such as 'STORAGE/RECYCLING 123', 'COATS/VENDING 124', 'CORRIDOR 103', 'EXST. MEN 122', 'WOMEN 123', 'EXST. WOMEN 121', and 'EXISTING MECHANICAL 120'. Dimensions like '2'-5"', '22'-6"', and '11'-5"' are visible. A yellow circular graphic is overlaid on the left side of the image, containing the main title text.

Bond Referendum: Planning to Communicate

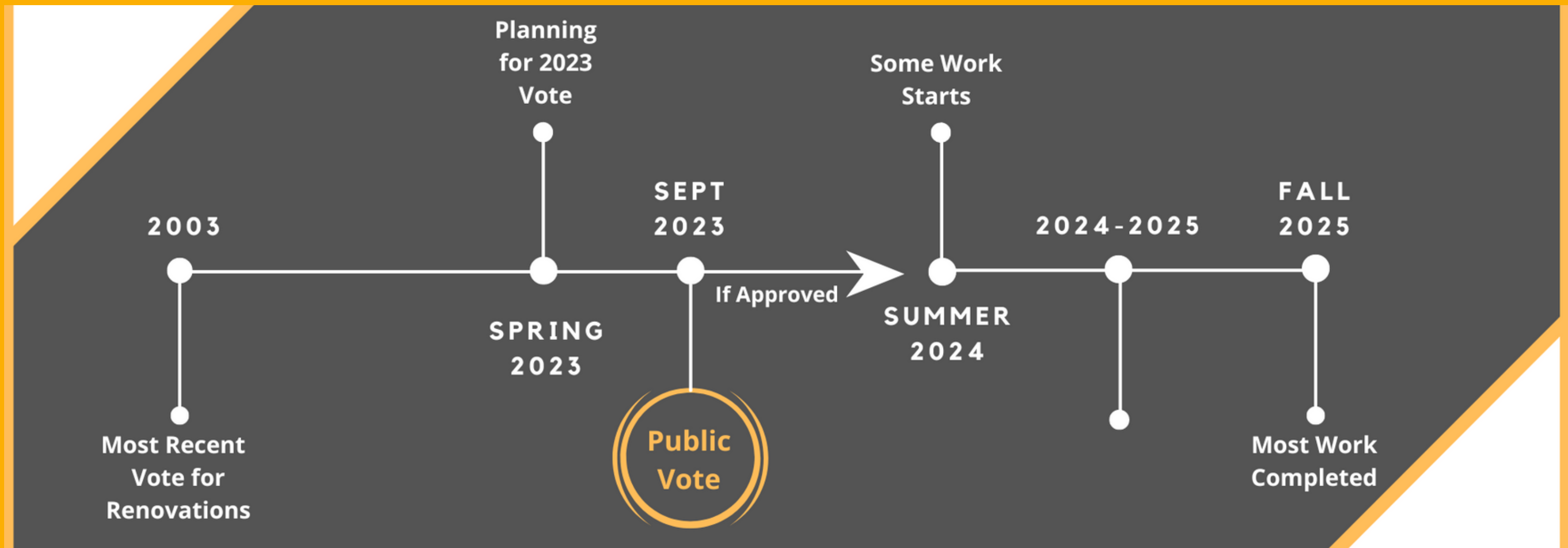
Presenting on behalf of the New Jersey School Public Relations Association (NJSPRA):
Renee Janowicz, APR - *Laura Bishop Communications*
Barbara Wilson - *Cherry Hill Public Schools*

You will learn:

Developing a Timeline from Plan to Ballot

Must-Do Items including Key Messages

Tactics to Consider to Reach Your Audiences



Timeline: 6 Months

Planning and implementation

- First time campaign
- Campaign after a loss

State/county deadlines ≠
communications timeline

Scope and tax impact matter

Upcoming Options:

Dec. 12, 2023

Jan. 23, 2024

March 26, 2024

Sept. 24, 2024

Nov. 5, 2024

Dec. 10, 2024

Beyond Counting the Weeks

NOVEMBER '22							Days:
S	M	T	W	T	F	S	T-18 S-18
		1	2	3	4	5	7 & 8- Parent Conferences
6	7	8	9	10	11	12	10 & 11- NJEA Convention
13	14	15	16	17	18	19	
20	21	22	23	24	25	26	23- Early Dismissal Thanksgiving
27	28	29	30				24-25 - Thanksgiving Recess

- Leverage the start of the school year
- Calendar disruptions = campaign disruptions

When to make 'The Big Announcement'

- BOE action
- BTS Nights
- Architect's presentation
- Website going live
- Media engagement
- Talk around town



Timeline Factor: Early Voting

- Voting by mail can start weeks in advance for any vote date
- Early in-person voting is an option for the General Election

APPLICATION FOR VOTE BY MAIL BALLOT
Please type or print clearly in ink. All information required unless marked optional.

1 I hereby apply for a Mail-In Ballot for:
(CHECK ONLY ONE)
 ALL FUTURE ELECTIONS, until I request otherwise in writing.
Or for ONLY ONE of the following: General (November)
 Primary (June) Municipal School Fire
 Special _____ To be held on ____ / ____ / ____
(Specif.) (MM / DD / YYYY)

MILITARY/OVERSEAS VOTER ONLY
I request Vote-By-Mail Ballots for all elections in which I am eligible to vote and I am **(CHECK ONLY ONE)**
 A Member of the Uniformed Services or Merchant Marine on active duty, or an eligible spouse or dependent.
 A U.S. Citizen residing outside the U.S. and I intend to return.
 A U.S. Citizen residing outside the U.S. and I do not intend to return.
 A U.S. Citizen residing outside the U.S. and I have never lived in the

PLEASE NOTE: Your ballot can only be sent to the mailing address supplied on this application. If your mailing address changes, you must notify the County Clerk in writing.

2 Last Name (Type or Print) First Name (Type or Print) Middle Name or Initial Suffix (Jr., Sr., III)

3 Address at which you are registered to vote:
Street Address or RD# Apt.
Municipality (City/Town) State Zip

4 Mail my ballot to the following address:
 Same Address as Section 3
Please include any PO Box, RD#, State/Province, Zip/Postal Code & Country (if outside US)

5 Date of Birth (MM / DD / YYYY) **6** Day Time Phone Number () **7** E-Mail Address

PLEASE NOTE: This contact information will be used to contact you concerning the acceptance or rejection of your ballot and how you may cure a del

8 Signature: I affirm that I am the person who is applying for this ballot and I live at the address designated in part 3 of this form. **X**

9 Today's Date (MM / DD / Y

Checklist

Must-Dos

- Demonstrate need
- Be honest and upfront
- Envision the future
- Identify key communicators
- Public Q & A

● *Must-Do:*
Demonstrate need

Show them the
"ugly," which is
typically hidden
from view.



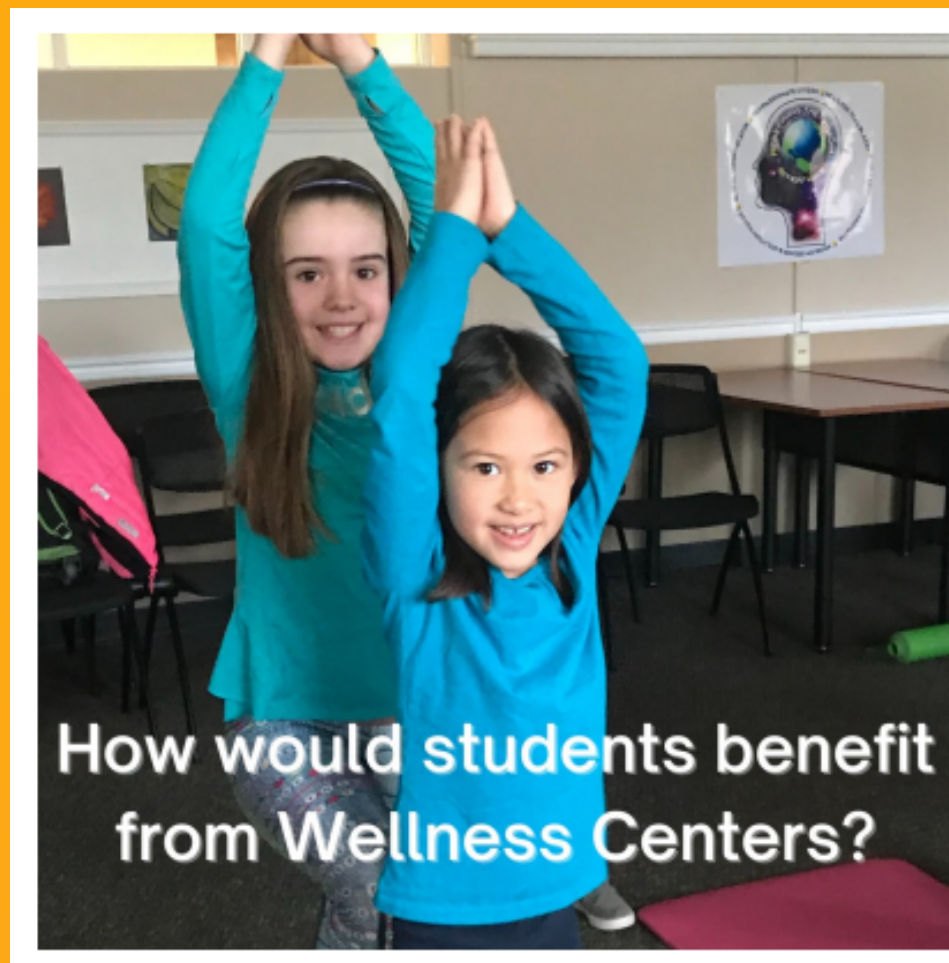


- *Must-Do:*
Demonstrate need


These items are needs that they may not be able to see at a casual glance... explain it to them.

● *Must-Do: Demonstrate need*

- Show how building and/or mechanical improvements lead to program enhancements.
- Relate need to learning outcomes of students and/or financial advantage for the community.



- Addressing student anxiety
- Mental break for students
- Space for popular yoga programs



HEALTH

The image is a dark blue rectangular box containing a list of three bullet points in white text. Below the list is a yellow circular logo with a stylized symbol inside, and the word "HEALTH" in yellow capital letters below the logo.



Must-Do: Be honest and upfront



Community Forum Regarding CHPS Bond 2/21/19

\$363M The Cherry Hill Tomorrow bond includes \$363,911,100 in critical improvements...

100% to all of our schools.

65% We will contribute 65% of the yearly bond payments...

35% with the remaining 35% being paid by state and federal funding.

To find out more details visit the website below or scan the QR code.

FOR MORE INFO VISIT www.CherryHillTomorrow.com
Info@CherryHillTomorrow.com

CHERRY HILL TOMORROW
A community investment in education

Our Community. Our Future.

CRITICAL IMPROVEMENTS

- Air Conditioning and Air Quality
- Enhanced Technology and Security
- Refreshed Athletic Facilities
- Exterior upgrades to parking lots, entrances, doors and windows
- Interior upgrades to wiring, plumbing, doors and flooring

That's why we're asking **YOU** to **VOTE** on the October 6th School Bond Referendum

What's being improved at Cherry Hill West?

- Outdoors:** Additional Site Improvements, ADA Accessibility, Paving, Drainage, Signage
- Athletic Facilities:** ADA Access to Stadium, New Pedestrian Lighting & Exterior Doors, New Auditorium Facade Repairs
- Exterior of Building:** Roof Replacement, Curtainwall/Masonry Repairs, Windows Hardware, New Finishes in Teachers' Lounge, Replace Hallway Lockers, Elevator Modernization, ADA Interior Signage in all Areas, Hazardous Materials Abatement
- Interior of Building - Specialized Spaces:** New Finishes in Science Labs, Wood Shop, Culinary Arts, Art, Photography, Ceramics, Shop West (A Wing), Auditorium Renovations, Library Renovations, Gym (2) Renovations, Lower Level Locker/Team Rooms Renovations
- HVAC:** New Heating/Air Conditioning Units, Replace Boiler, New Exhaust Fans, New Controls, New Cooling Tower
- Electrical Upgrades:** Security, PA System, Door Access Controls/CCTV Expansion, Technology Upgrades, Power/Panel Upgrades, Fire Alarm System Upgrade, Upgrade Main Electrical Service A/C, Classroom Lighting
- New Construction:** Elevator Addition - ADA Access (3-Story E-Wing)

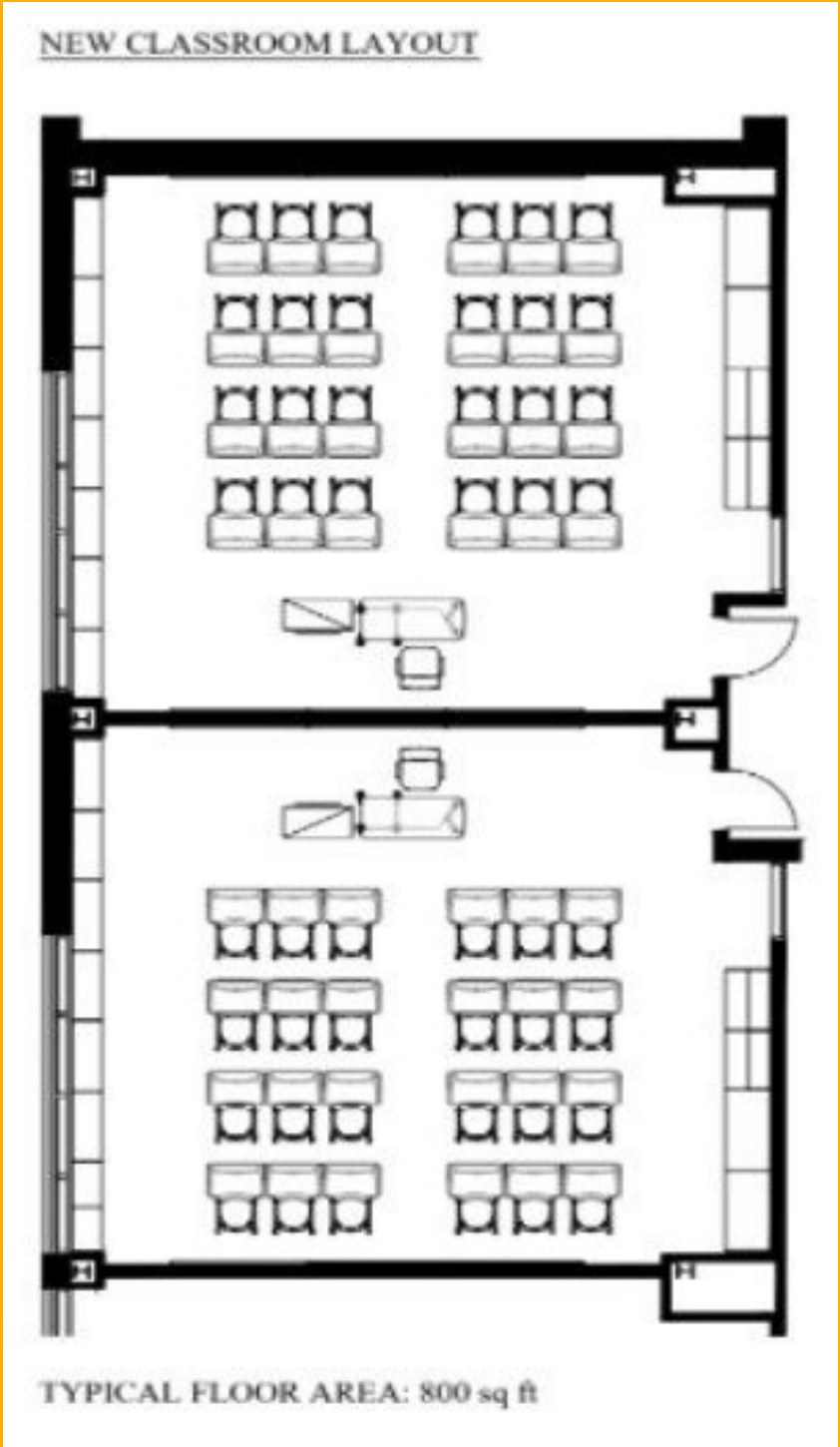
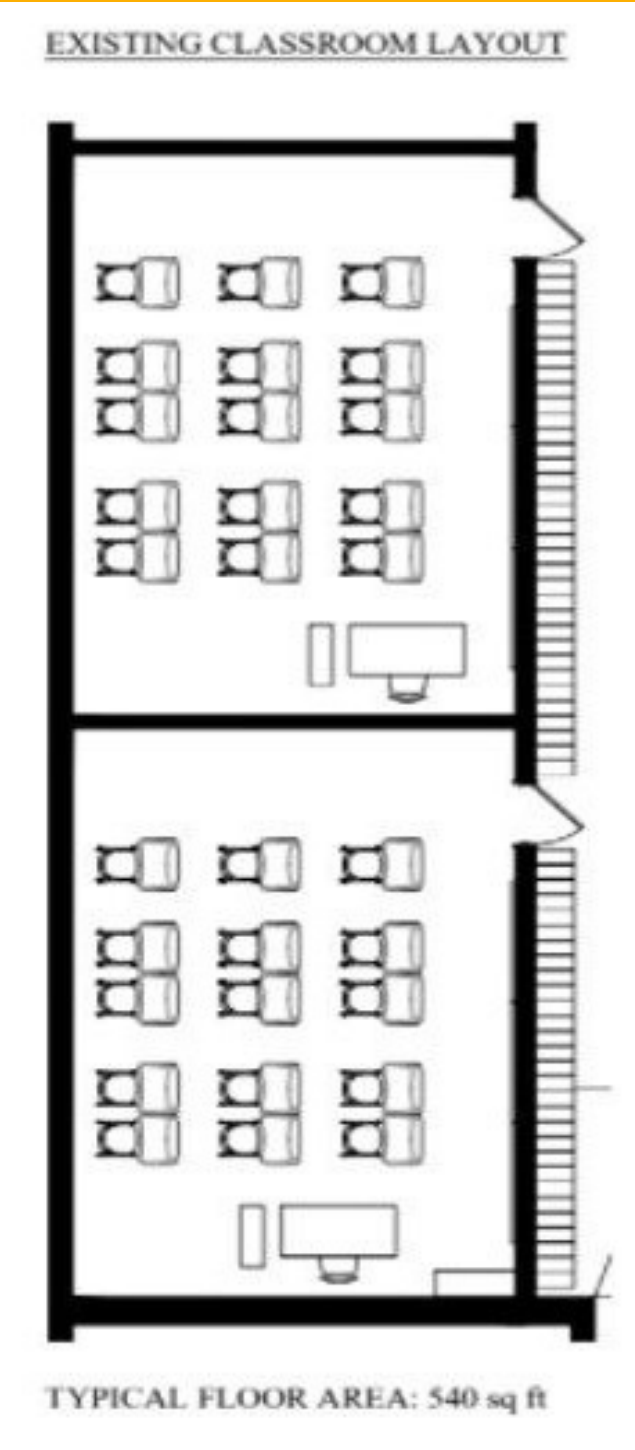
FOR MORE INFORMATION VISIT www.CherryHillTomorrow.com or contact Principal Toni Damon below to learn more
Info@CherryHillTomorrow.com

CHERRY HILL TOMORROW
A community investment in education



Must-Do:

Envision the future



● *Must-Do: ID Key Communicators*

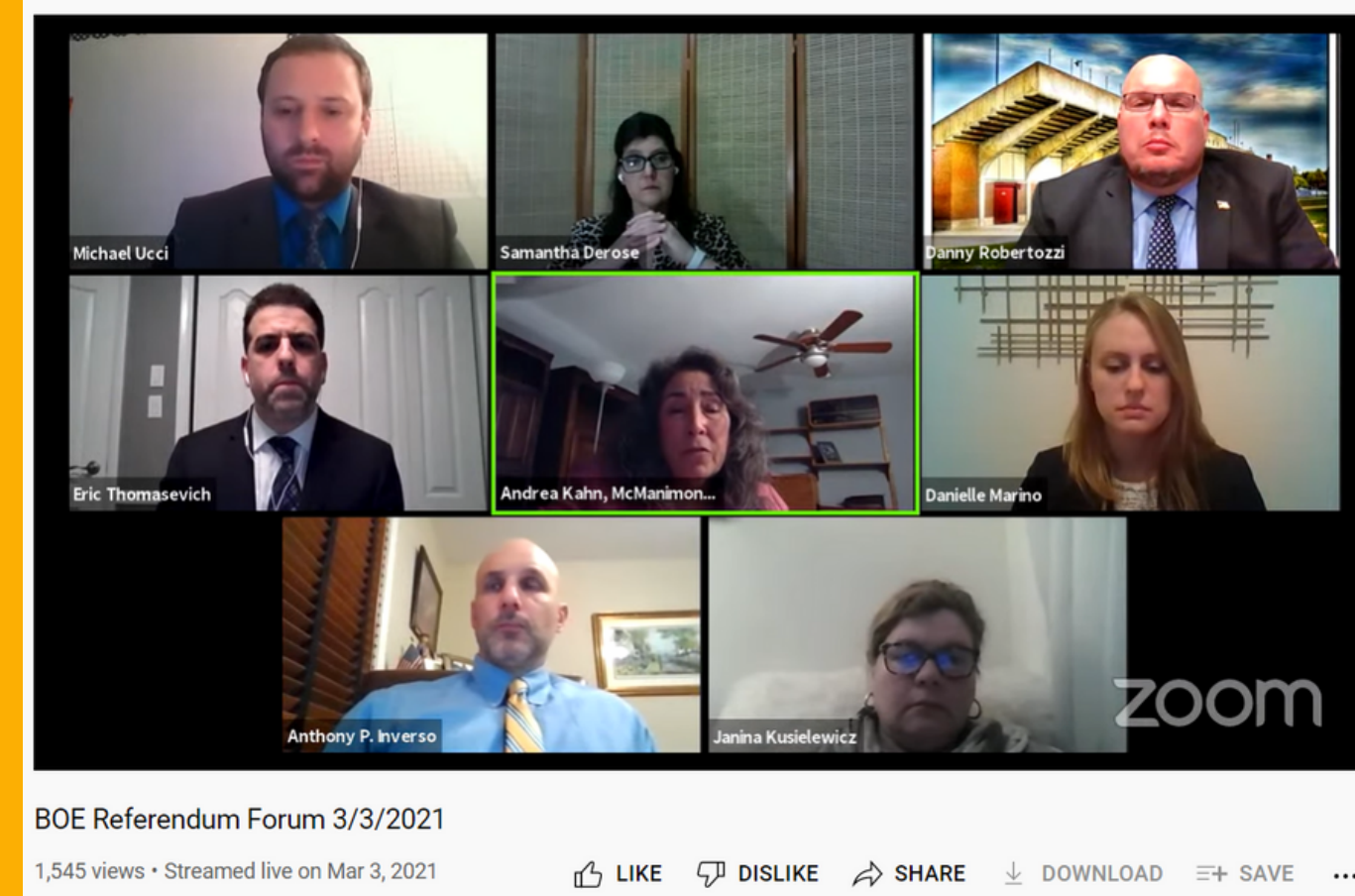
- Parents
- Board of Ed: Bridge to non-parents
- Senior Citizens
- Town council
- Staff

** Proposal and district composition play a role*



Must-Do: Public Q&A

- Building tour
- Architect's presentation
- BOE meeting
- Virtual forum



Short Informational Videos



<https://youtu.be/LAWlpEnkhAU>



<https://youtu.be/yPhuraEjCAE>


Detailed Website

Edit Page

**CHERRY HILL
TOMORROW**
A community investment in education

Welcome to the Cherry Hill Tomorrow page of the Cherry Hill Public Schools website. This page will be updated regularly with information about what's happening since voters passed the \$363 million bond referendum on October 6, 2022, to improve our 19 schools.

Phase One Bond Project Summary

CHPS Bonds Sale Press Release, December 8, 2022 

chclc.org/Page/2647



KEY FACTS / FIGURES

Cherry Hill is the 11th largest school district in New Jersey, and one of the largest here in South Jersey. We have 19 separate schools totaling 1.7 million square feet that span 354 acres. Of our 19 schools, the newest was built in 1970. We have 1,696 professional staff and a student body of 10,760 in grades K-12. Our students speak 72 different languages at home. Currently, we have a 16% free/reduced lunch rate and a 19% special education classification rate.



Question & Answer

Have a quick question about what's going on with the Bond?


([Click here](#)) Submit your question for a quick answer!

Social Media: Be Conscious of Tone


 **Cherry Hill Public Schools, Cherry Hill, NJ** September 20, 2022 · 🌐

Back-to-School Nights continue through 9/29! WE ❤️❤️ the Big Reveal last night of the Malberg Early Childhood Center's new mascot: the Cub! Our Board of Ed members (pictured from last night: VP Miriam Stern at Stockton Elementary and Mrs. Gina Winters at Malberg ECC) are attending each Back-to-School Night, available to answer your questions about the bond & beyond! For detailed information about the bond, including a full list of projects and costs for each of our schools, as well as a tax impact calculator, please visit <http://cherryhilltomorrow.com> REMEMBER TO VOTE OCTOBER 6, 2022 #WEareCHPS



 **Rutherford Public Schools - Rutherford, NJ** September 14, 2019 · 🌐

Our High School science labs were state-of-the-art when Jimmy Carter was president, 'Saturday Night Fever' was a box office hit, and NJ standards for science didn't exist. See proposed project sites today: 9-10am at RHS, 10-11am at the K-Center (Sylvan) and 11am-noon at Union.



Handouts for Community Members

CHERRY HILL BOARD OF EDUCATION

Special Election

THURSDAY, OCTOBER 6

POLLS OPEN 6 AM - 8 PM

VOTE TODAY!

For Your Polling Place Location **SCAN HERE →**



our vision, our children, our legacy

VOTE

Thursday, October 6

sbs-nj.org/vote



Paid for by the FSE and SPTA

Other Tactics to Consider

- Lawn signs
- Other signage
- Giveaways
- Palm cards

Questions?



Get in touch with the New Jersey School Public Relations Association (NJSPRA): President Paul Zeller, pzeller@pascack.org



Renee Janowicz, APR
Vice President,
Laura Bishop Communications
renee@laura-bishop.com



Barbara Wilson
Public Information Officer
Cherry Hill Public Schools
bwilson@chclc.org