

PROJECT: Manitou Springs SD Bond Development

PROJECT NO: 2025-016.00

DATE: 02/26/2025

ATTENDANCE: Doug Abernethy, Ken Gregg, Ben Hearn, Esteban Galindo

SUBJECT:

Bond Development Mtg #3, Bond Communication Plan Activity

Recap: "Bondopoly" Activity Results

Recap of the previous "Bondopoly" activity reviewed with group. Cards identified as "low" and "high" interest for each School site and sports field were presented. Two draft bond scenarios based on "high" interest cards were presented.

RTA explained \$3 million increase to the "Manitou Elementary Select High Priority Deferred Maintenance" card to include an Auditorium Renovation and subsequent Asbestos Abatement, ADA Compliance, A/V Systems, and possible Historical Preservation component.

Questions were raised about the length of time between bonds and escalation and inflation. RTA agreed to show the percentage increase in costs between bonds. Questions were raised about the historic Bond Timeline. District Leadership confirmed longer time periods between bonds with previous bonds in 1988, 2002, and 2021. Bond timelines would need to be worked to avoid burdening the taxpayers.

In High School Option C.1, Questions were raised about if the admin would be relocated to a temporary location during a 10 year gap between bonds. RTA confirmed that the admin would be relocated to an appropriate location.

Questions were raised about the application of BEST Grants to only High School Projects. RTA confirmed that BEST Grants can be applied to multiple projects or entire phases. District Leadership confirmed that BEST Grants would be applied wherever possible, as long as the program exists.

Questions were raised about the use of turf on field renovations. It was mentioned that natural grass, or athletic sod, would save a small amount of money upfront versus the installation of artificial turf. However, the maintenance cost of natural grass would outweigh that of artificial turf. It was also noted that student athletes at MSSD14 currently practice on natural grass at home and then play on artificial turf when they travel as they are 1 of 2 schools with natural grass fields. RTA to run lifecycle costs for turf and natural grass and report back. Similar work at Boulder Valley was mentioned as a possible comparison, however, it was noted that Manitou Springs has water problems that Boulder Valley does not.

Questions were raised about the scope of field renovations. "Main Field" defined as the playing "football" field. It was also confirmed that the soccer field is currently regulation size, but barely meets 10' run off. A redo would push the run-off for increased player safety. Field renovations would also include a press box. RTA to compare numbers from Sierra project. RTA to confirm scope of field renovations across all fields.

Questions were raised about if voters would receive cost estimates including the BEST grant or without the BEST grant. RTA noted that BEST grant is never guaranteed, and scope can be scaled back in scenarios where BEST grant does not pass. District Leadership confirmed that the goal is to pass the bond first, and then apply for the BEST Grant.

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RTA to confirm what a tax increase would look like for the Draft Bond Scenarios presented.

Bond Communication Plan Activity

Group 1

Internal (MSSD14 Staff Only): The plan begins with an internal survey in March, followed by school visits in April to recruit volunteers and engage students. May focuses on preparing Bond Champions Taskforce from all groups and finalizing canvassing materials and handouts prior to the summer break and loss of teachers. A reset and reminder occur at the back-to-school breakfast in August.

School District (Parents/Students): A survey is distributed in March, with parent outreach through newsletters in April. A parent meeting follows in May, and engagement increases in August and September with SAC meetings, open houses, and homecoming events.

Community (Public): Community outreach begins in March with a survey and personal outreach to skeptics, followed by an informational website launch in April. A community event and website expansion occur in May. Canvassing starts in June, leading into paid media campaigns from July through November, with community events and homecoming reinforcing engagement. The campaign finishes in early November with a final media push.

Key Takeaways: The strategy prioritizes early data collection, structured outreach, and continuous engagement. It builds momentum through a phased approach—initial surveys and recruitment, community events and canvassing, and a media-backed push to sustain awareness and support. Additionally, this first group wanted to identify voting results from the previous bond to identify areas where the vote failed, as well as focus on the students, Ute Pass, transparency with survey results, and “un-silo-ing the process.”

Group 2

Internal (MSSD14 Staff Only): The plan begins in March with the establishment of an in-person task force, identification of network promoters, and equipping staff with talking points. In April, the bond steering committee selects projects and develops an outreach campaign, committee, and timeline. This committee must be community driven and will abide by campaign financing rules. May focuses on consolidating data into a central hub, launching a public data website, and distributing an “at a glance” information sheet. A forum, sponsored by the Superintendent, is hosted at the end of the school year where a public announcement is to be made. Forum planning continues through June and July, leading to public facility tours and a second survey in August assessing support and effectiveness. Final forums take place in October.

School District (Parents/Students): A survey is distributed in March, followed by targeted outreach to choice families. In May, following the Superintendent’s forum, families receive an information sheet, and personalized calls encourage participation in forums. Forums begin in June and continue through October alternating monthly between formative assessment/forum preparation and holding a forum. Forum locations are to vary across schools.

Community (Public): Outreach starts with a survey in March focused on funding priorities, alongside in-person task force meetings and “Bondopoly-like” events. April segments the district into geographic sectors for targeted promotion. By May, following the Superintendent’s forum, the district launches an informational website. August introduces public facility tours and a second survey to gauge support. Public engagement continues into October with final forums.

Key Takeaways: The plan follows a structured approach—early staff and community engagement, data collection and public outreach, and a series of forums and surveys to refine messaging and

measure support. The final push includes facility tours so the public can experience what students experience and structured forums leading up to the bond decision.

Group 3

Internal (MSSD14 Staff Only): The plan begins with a survey in March, followed by a Board of Education vote in April and the implementation of a leadership communication plan with "key communicators" across each school building, community, and neighborhood. In May, a Bond Citizens Group is formed to lead advocacy efforts, continuing through July. By August, marketing materials such as door hangers are distributed, and town hall meetings begin. In September and October, efforts intensify with door-to-door visits, Q&A sessions with RTA, leadership, and the Bond Committee. Intensified efforts continue with town halls and living room meetings, and final outreach leading up to the bond decision.

School District (Parents/Students): Following surveying in March, April initiates outreach through bulletins, city councils, and HOAs, ensuring consistent messaging via PowerPoint and handouts. Fireside chats with host families begin in May. Over the summer, the Bond Citizens Group expands to include PAC, SAC, DAC, and student voices. July through October feature town halls, living room meetings, and bulletin distributions comparing local efforts to other districts. The campaign concludes with door-to-door visits in November.

Community (Public): The community is engaged early through surveys and announcements in bulletins and local councils. Fireside chats begin in May, followed by town halls and living room meetings over the summer. August ramps up with marketing materials and Q&A sessions, leading into intensive outreach in September and October through door-to-door visits and community forums.

Key Takeaways: This plan emphasizes layered engagement—starting with internal leadership, expanding to students and community groups, and culminating in direct outreach efforts. A structured timeline ensures early messaging consistency, grassroots mobilization, and sustained engagement through public meetings and door-to-door visits. This third group also noted that Manitou is change-adverse, that Ute Pass feels left out, and that they viewed the school district and the community as the same entity.

Group 4

Internal (MSSD14 Staff Only): The plan begins with internal engagement, starting polling in March and holding staff meetings with live polling in April and May before losing the staff to the summer break.

School District (Parents/Students): Outreach to students and parents starts in March with polling and testimonial collection. April and May introduce live polling at meetings, while newsletters and large events communicate key ideas. By June, messaging shifts to an emotional appeal, using visuals "coming soon with your help" at all project sites, with the theme "Sell a feeling!" and later evolving into "This is what it feels like to be a Mustang" through August.

Community (Public): Engagement kicks off in March by polling, identifying key liaisons, and ensuring student presence at events. April introduces a district website with information and advertising in the *Pikes Peak Bulletin*. May expands outreach through realtor partnerships, emphasizing school value. June through August focus on "fun booths" at high-visibility community events like farmers markets and festivals, incorporating interactive elements such as giveaways. By September, efforts continue at larger public events, including the Kiwanis Golf Tournament.

Key Takeaways: The plan follows a phased approach—early data collection (March-May), emotional engagement (June-August), and sustained outreach (September-November). Messaging evolves from polling and testimonials to a compelling narrative, ensuring broad community involvement through multiple channels. This fourth group also aimed to emphasize that student testimonials are critical and students need to be everywhere as everything is “for the kids.” To counter historical alumni apprehension to change, messaging needs to focus on shifting alumni perceptions regarding “what it felt like” for them, to “what it feels like” for current students.

Activity Wrap-up and Discussion

Each group presented their findings to the room.

General Comments

- The Board will most likely vote in May-July
- Alumni have historically resisted major changes.
- Focus must be on all spaces.
- Large numbers in second bond (eg. High School option E) are intimidating.
- Seeing numbers broken down at a monthly level is more digestible.
 - o Projects and price tags must be pitched correctly.
 - o Selling feelings and visions should be emphasized.
- Appeals ought to be made to the community’s sense of pride.
 - o Focus on retention. Why D14 rather than D11?
 - o 15 years ago, Manitou Springs was at the top in terms of technology.
 - o Manitou members live and die in their homes.
 - o Meetings outside of schools should be fun, “should be Manitou.”
- Community leaders need to be identified. Who can be engaged at the grassroots level to start the energy and stay consistent?
- For those who do not show up to meetings, a website needs to be implemented.
- Ute Pass must be engaged.
- Community members WANT to feel involved in the process and see their input.
- Community members WANT to hear student testimonials and voices.
- The district ought to be divided into geographic areas and have personnel assigned to each area.
- The community did not feel rushed in the previous bond, but poor communication made it feel that way.
 - o Starting communication earlier and providing less aggressive “emotional involvement” may be better for the Manitou Springs Community. “Go slow to go fast”
 - o The community felt lack of input and involvement with previous bond.
 - o While it may give naysayers more time to build their arguments, it will also give the district more time to respond to arguments.

General Summary

Identified common trends and actions included the importance of student presence and voices in the whole process, a need to quickly win over, involve, and engage the community from the start to gather support that would carry through until the vote. The formation of taskforces, committees, and groups that represent and serve all groups throughout the district area was also identified across most of the bond communication plans. Various groups also mentioned looking at data from the previous bonds as well as incoming survey data to identify and target specific geographic areas where support might be lower. A variety of levels of community engagement were also commonly identified from large scale public forums and newsletters to

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more intimate and targeted calls, door-to-door canvassing, and living room meetings. In all groups, the final phases of communication in the months leading up to the vote involve significant face-time emphasizing talking to individuals in person.

Attachments:

CC: Attendees

REPORTED BY:



Signature

Esteban Galindo-Carvajal

Printed Name



MEETING ATTENDANCE

Project: Manitou Springs SD Bond Development

Project Number: 2025-016.00

MTG #1 - 1.29.25	MTG #2 - 2.12.25	MTG #3 - 2.26.25					NAME	REPRESENTING	PHONE	EMAIL ADDRESS
X	X	X					Kolleen Johnson	Manitou Springs	719-685-2040	kjohnson@mssd14.org
	X	X					Gary A. Miller	District Wide New Parent	(719) 685-5004	Rabbits007@msn.com
	X						Erika Warren	MSSD Staff	(719) 237-0603	ewarren@mssd14.org
	X						Cameron Jones	MSSD Staff	(719) 357-1312	cjones@mssd14.org
	X	X					Anna Conrad	D14 Staff	(719) 685-2043	aconrad@mssd14.org
	X	X					Mary Carol Cowart	MSSD Staff + Resident	(678) 591-7500	mcowart@mssd14.org
	X						Eric McMartin	Staff	(719) 306-5908	emcmartin@mssd14.org
	X						Tim Bresnahan	Manitou Resident / Parent	(720) 261-5141	tbresna@gmail.com
	X						Sarah McAfee	MSSD		
	X	X					Suzi Thompson	MSSD		
	X	X					Sean Dorsey	MSSD		sdorsey@mssd14.org
	X	X					Mike Talbott	MSSD	910-484-8016	mtalbott@mssd14.org
	X	X					Jill Bishop	MSSD BOE	719.330.2020	jbishop@mssd14.org
	X	X					Connie Johnson Brachtenbach	MSSD BOE		
	X	X					Maggie Santos	MSSD BOE		
	X						Stu Jeck	MSSD		
	X						Brandon DeMatto	MSSD		
	X						Stuart Cross	MSSD		
	X						Matt Milar	Community Member		
		X					Jessie Nunley	MSSD14 Staff	719 332 0659	jnunley@mssd14.org

MEETING ATTENDANCE

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Manitou Springs SD Bond Meeting

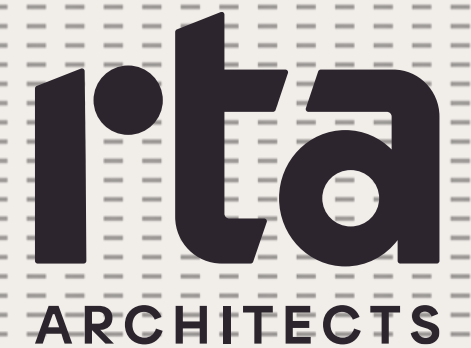
February 26, 2025



Meeting Agenda

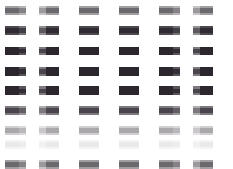
February 26, 2025

1. “Bondopoly” Activity Results
2. Bond Communication



Bond Activity





Recap: “Low Interest”

PROJECT

HIGH SCHOOL

\$400 K

Select High Priority
Deferred Maintenance

Replace Exterior Doors and Storefronts.

Replace Ramp + Stair Hand/Guard rails
in building and on site.

Replace Aux Gym bleachers.

Demo corridor gates.

C.1 PROJECT

HIGH SCHOOL

\$72 M

Combined Phases 1 + 2

All work in 1 Bond
Renovation and Addition

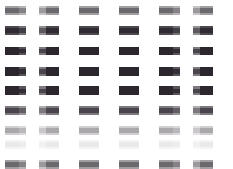
★

Pros
Maintains existing core spaces.
Improved site circulation and parking.
New cafetorium space that supports
performance arts at HS.

Cons
3 Phases of construction.
Exposure to unknown cost increases.
Longer duration of construction.

Never Selected

Selected in 0 out of 8 possible scenarios



Recap: Ute Pass Elementary

PROJECT

UTE PASS ELEM.

\$600 K

New Play Ground & Site Improvements

GRANT POTENTIAL

PROJECT


UTE PASS ELEM.

\$1.7 M

High Priority Deferred Maintenance

Replace remaining Floor Finishes.
Replace casework
New Paint throughout
Replace interior doors and windows

Upgrade Fire Alarm system to include voice annunciation



Group Favorite

Selected in 7 scenarios

PROJECT


UTE PASS ELEM.

\$12 M

Moderate Renovations

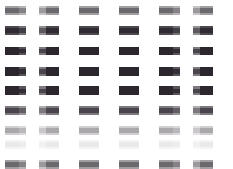
Improve Educational Environment
New Paint
New Carpet
New Lighting

Upgra de Mechanical System
Upgra de Electrical System



Least Selected

Selected in 3 scenarios



Recap: Manitou Elementary

PROJECT

MANITOU ELEM.

\$14.4 M

Major Renovation

Full Kitchen Renovation

New Elevator

New Finishes throughout

Improved Educational Spaces

Group Favorite

Selected in 6 scenarios

PROJECT

MANITOU ELEM.

\$6.5 M

Selective Renovation

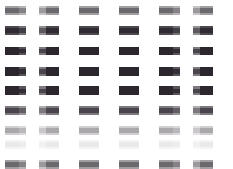
Full Kitchen Renovation

New Elevator

Update Limited Educational Spaces

Least Selected

Selected in 1 scenario



Recap: Manitou Middle School

PROJECT

MIDDLE SCHOOL

\$34.8 M

Combined Phases 1 + 2

All work in 1 Bond
Renovation and Addition

Improved main entry / public presence.
Consolidated MS programming together.
Improved outdoor spaces / connection.
Community space / improved
opportunities for engagement.

Group Favorite

Selected in 5 scenarios

PROJECT

MIDDLE SCHOOL

\$5 M

Select High Priority
Deferred Maintenance

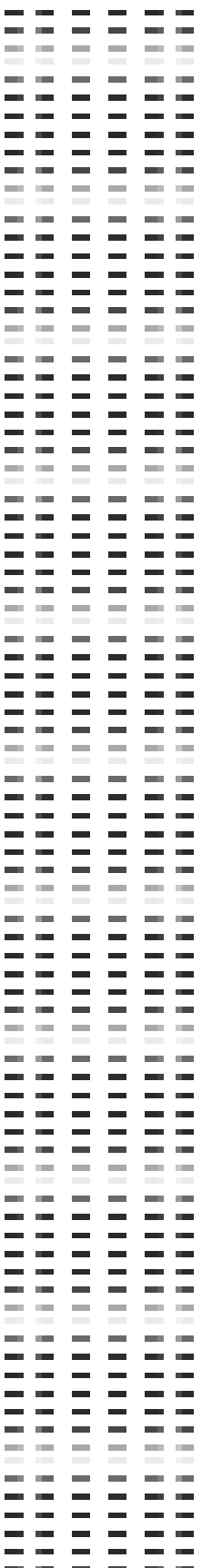
Upgrade Mechancial System

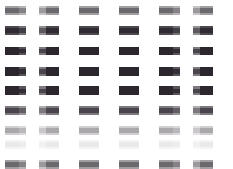
Replace Roof

New Exterior Doors and
Windows

Least Selected

Selected in 2 scenarios





Recap: Manitou High School

C.1

PROJECT

HIGH SCHOOL

\$25.2 M

Main Gymnasium

Phase 1
Renovation and Addition

1 of 2

Pros
Maintains existing core spaces.
Improved site circulation and parking.
New cafetorium space that supports performance arts at HS.

Cons
3 Phases of construction, 2 bonds.
Exposure to unknown cost increases
Longer duration of construction.

C.1

PROJECT

HIGH SCHOOL

\$46.8 M

Commons, Kitchen, Library

Phase 2
Renovation

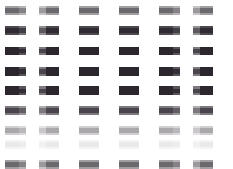
2 of 2

Pros
Maintains existing core spaces.
Improved site circulation and parking.
New cafetorium space that supports performance arts at HS.

Cons
3 Phases of construction, 2 bonds.
Exposure to unknown cost increases.
Longer duration of construction.

Group Favorites

Selected in 5 scenarios



Recap: Sports Fields


PROJECT

SPORTS FIELDS

\$8.9 M

Replace **All** Fields with
Artificial Turf

Replace
Track Surface




PROJECT

SPORTS FIELDS

\$2.2 M

Replace Main Field with
Artificial Turf

Replace
Track Surface



Group Favorites

Selected in 4 scenarios

PROJECT

SPORTS FIELDS

\$840 K

**High Priority Deferred
Maintenance**

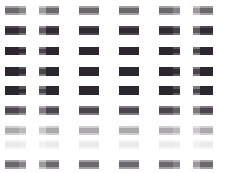
ADA Upgrades

Least Selected

Selected in 2 scenarios

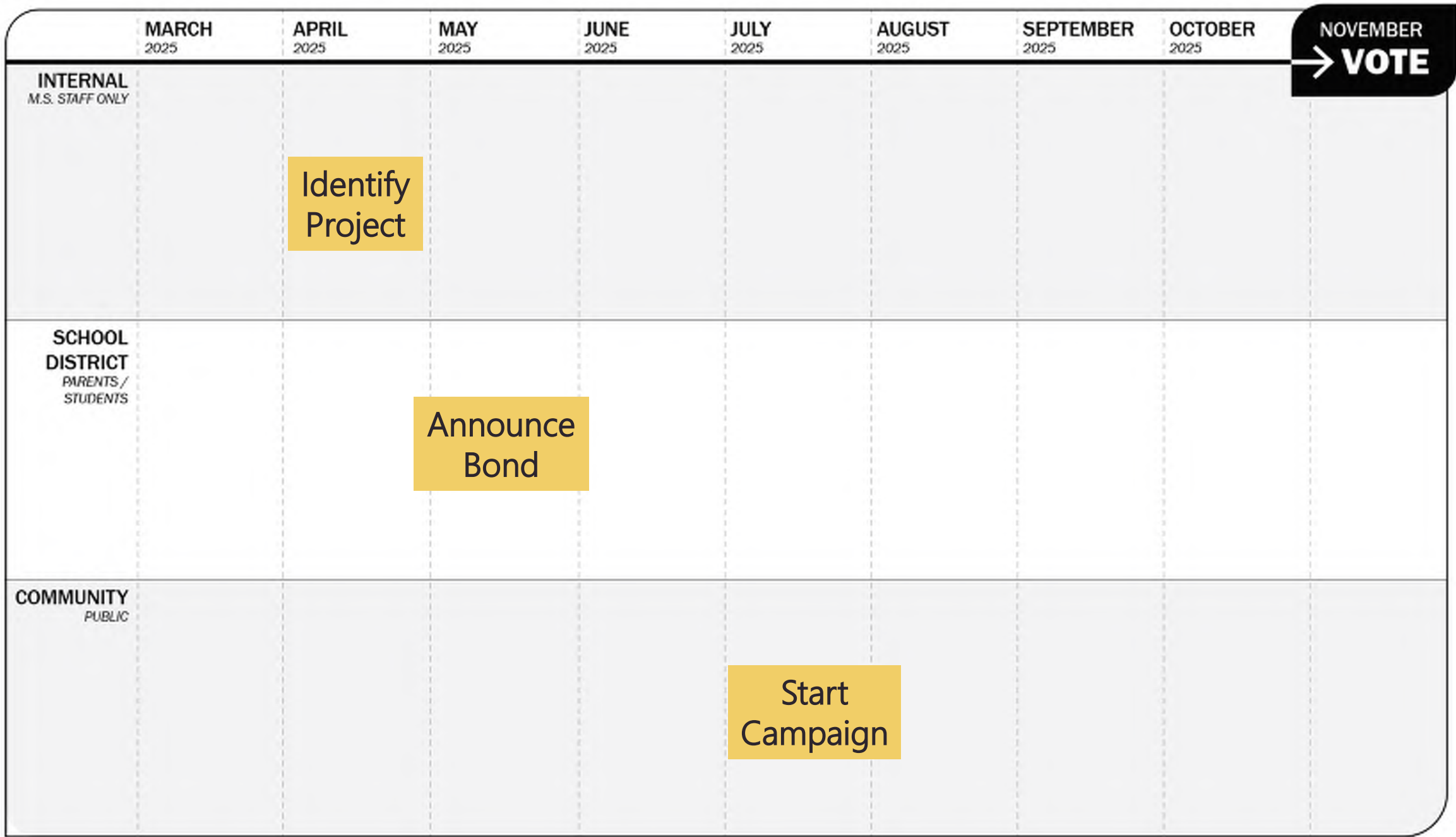
	UTE PASS ELEM.	MANITOU ELEM.	MIDDLE SCHOOL	HIGH SCHOOL	SPORTS FIELDS	TOTAL
BOND 1	<p>PROJECT UTE PASS ELEM. \$400 K New Play Ground & Site Improvements</p> <p>*GRANT</p> <p>PROJECT UTE PASS ELEM. \$1.7 M High Priority Deferred Maintenance</p> <p>Replace remaining floor finishes. Replace caulkwork. New Paint throughout. Replace interior doors and windows. Upgrade fire alarm system to include voice announcement.</p>	<p>PROJECT MANITOU ELEM. \$6.2 M Select High Priority Deferred Maintenance and Auditorium Renovation</p> <p>Replace all remaining HVAC systems; add cooling & DDC controls. Provide fire sprinkler system in non-sprinklered portions. Upgrade Fire Alarm system to include voice announcement.</p>	<p>PROJECT MIDDLE SCHOOL \$25.2 M Renovation + Addition</p> <p>Phase 1 Renovation + Addition 1 of 2</p> <p>Pros Maintains existing core spaces. Improved site circulation/parking lot. New cafeteria space that supports performance arts at HS.</p> <p>Cons 3 Phases of construction, 2 bonds. Exposure to unknown cost increases. Longer duration of construction.</p>	<p>C.1 PROJECT HIGH SCHOOL \$25.2 M Main Gymnasium</p> <p>Phase 1 Renovation and Addition 1 of 2</p> <p>Pros Maintains existing core spaces. Improved site circulation and parking. New cafeteria space that supports performance arts at HS.</p> <p>Cons 3 Phases of construction, 2 bonds. Exposure to unknown cost increases. Longer duration of construction.</p> <p>\$\$\$ DONORWORTHY 38% OFF BEST 38% OFF \$\$\$</p>	<p>PROJECT SPORTS FIELDS \$8.9 M Replace All Fields with Artificial Turf</p> <p>Replace Track Surface</p>	<p>= \$58.2 M \$67.8 M without grant</p>
BOND 2		<p>PROJECT MANITOU ELEM. \$14.4 M Major Renovation</p> <p>Full Kitchen Renovation New Elevator New Finishes throughout Improved Educational Spaces</p>	<p>PROJECT MIDDLE SCHOOL \$9.6 M Renovation + Addition</p> <p>Phase 2 Renovation 2 of 2</p> <p>Pros Maintains existing core spaces. Improved site circulation/parking lot. New cafeteria space that supports performance arts at HS.</p> <p>Cons 3 Phases of construction, 2 bonds. Exposure to unknown cost increases. Longer duration of construction.</p>	<p>C.1 PROJECT HIGH SCHOOL \$46.8 M Commons, Kitchen, Library</p> <p>Phase 2 Renovation 2 of 2</p> <p>Pros Maintains existing core spaces. Improved site circulation and parking. New cafeteria space that supports performance arts at HS.</p> <p>Cons 3 Phases of construction, 2 bonds. Exposure to unknown cost increases. Longer duration of construction.</p> <p>\$\$\$ DONORWORTHY 38% OFF BEST 38% OFF \$\$\$</p>		<p>= \$52.6 M \$70.4 M without grant</p>

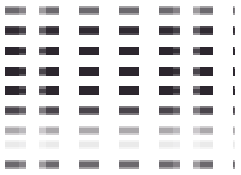
	UTE PASS ELEM.	MANITOU ELEM.	MIDDLE SCHOOL	HIGH SCHOOL	SPORTS FIELDS	TOTAL
BOND 1	<p>PROJECT</p> <p>UTE PASS ELEM.</p> <p>\$1.7 M</p> <p>High Priority Deferred Maintenance</p> <p>Replace remaining Floor Finishes. Replace casework. New Paint throughout Replace interior doors and windows</p> <p>Upgrade Fire Alarm system to include voice announcement</p>	<p>PROJECT</p> <p>MANITOU ELEM.</p> <p>\$6.2 M</p> <p>Select High Priority Deferred Maintenance and Auditorium Renovation</p> <p>Replace all remaining HVAC systems, add ceiling & DDC controls</p> <p>Provide fire sprinkler system in non-sprinklered portions</p> <p>Upgrade Fire Alarm system to include voice announcement</p>	<p>PROJECT</p> <p>MIDDLE SCHOOL</p> <p>\$34.8 M</p> <p>Combined Phases 1 - 2 All work in 1 Bond Renovation and Addition</p> <p>Improved main entry / public presence. Consolidated MS programming together. Improved outdoor spaces / connection. Community space / improved opportunities for engagement.</p>	<p>E PROJECT</p> <p>HIGH SCHOOL</p> <p>\$15.1 M</p> <p>Gym, Locker Room</p> <p>Phase 2 Renovation</p> <p>2 of 2</p> <p>Pros Maintains existing fitness spaces. Improved site circulation and parking. Larger, centralized commons space. 21st century learning classrooms.</p> <p>Cons 3 Phases of construction, 2 bonds. Exposure to unknown cost increases Longer duration of construction.</p> <p>BONDHOLD BEST 33% OFF</p>	<p>PROJECT</p> <p>SPORTS FIELDS</p> <p>\$2.2 M</p> <p>Replace Main Field with Artificial Turf</p> <p>Replace Track Surface</p>	<p>=\$54.2 M</p> <p>\$60 M without grant</p>
BOND 2	<p>PROJECT</p> <p>UTE PASS ELEM.</p> <p>\$600 K</p> <p>New Play Ground & Site Improvements</p> <p>*GRANT POTENTIAL*</p>	<p>PROJECT</p> <p>MANITOU ELEM.</p> <p>\$14.4 M</p> <p>Major Renovation</p> <p>Full Kitchen Renovation</p> <p>New Elevator</p> <p>New Finishes throughout</p> <p>Improved Educational Spaces</p>		<p>E PROJECT</p> <p>HIGH SCHOOL</p> <p>\$68.3 M</p> <p>Classroom, Commons, Cafeteria</p> <p>Phase 1 Addition</p> <p>1 of 2</p> <p>Pros Maintains existing fitness spaces. Improved site circulation and parking. Larger, centralized commons space. 21st century learning classrooms.</p> <p>Cons 3 Phases of construction, 2 bonds. Exposure to unknown cost increases Longer duration of construction.</p> <p>BONDHOLD BEST 33% OFF</p>	<p>PROJECT</p> <p>SPORTS FIELDS</p> <p>\$6.7 M</p> <p>Replace Remaining Fields with Artificial Turf</p>	<p>=\$64 M</p> <p>\$90 M without grant</p>



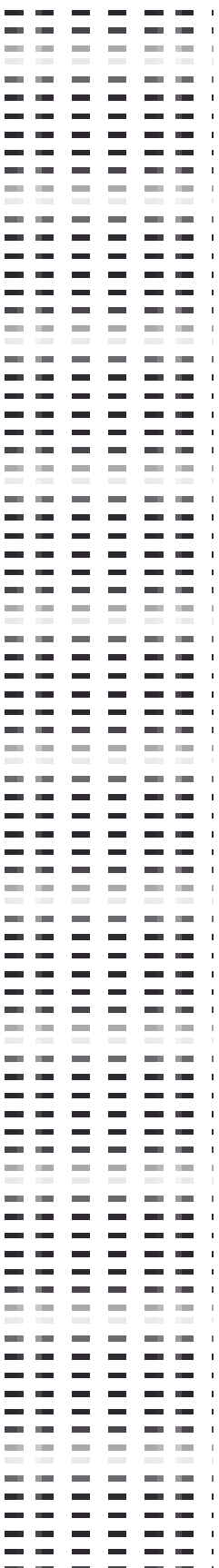
Bond Communication Plan

Timeline Activity





rta



Let us answer any questions you
may have.

Thank you



1
BOND COMMUNICATION PLAN
MANITOU SPRINGS SCHOOL DISTRICT

Voting Results
from last time
to see where
we lost

Kids

Don't
forget
the Pass

Transparency
re: Survey
Results

Un-silo
the process



MARCH
2025

APRIL
2025

MAY
2025

JUNE
2025

JULY
2025

AUGUST
2025

SEPTEMBER
2025

OCTOBER
2025

NOVEMBER
→ **VOTE**

INTERNAL
M.S. STAFF ONLY

Survey

In-
Person
School by
School

Call for
Volunteers to
Canvas

Prep Bond
*Students
Champions
Need full
Canvassing list
e.g. Kiwanas,
Churches, etc.
Handouts
Mats. PPT
etc.

Reset/
Remind
Back2School
Breakfast

SCHOOL
DISTRICT
PARENTS/
STUDENTS

Recruit
Students
Student
Council

Parent
Meeting

Survey

SAC Mtg,
Open House

Survey
re: Options

Parent
Email
(Newsletter)

COMMUNITY
PUBLIC

Personal
outreach to
skeptics, invite
to meetings

Community
Event
(Launch Party)

Canvas
(Need Key
Events ID#)

Canvas

Community
Event
Homecoming

Canvas

Final
Push
Climax

Informational
Website

Paid Media
Concepting /
Production

Paid
media
Campaign

Paid
Media
Campaign



BOND COMMUNICATION PLAN

MANITOU SPRINGS SCHOOL DISTRICT



MARCH
2025

APRIL
2025

Bond Steering
Identify
project

JUNE
2025

JULY
2025

AUGUST
2025

SEPTEMBER
2025

OCTOBER
2025

NOVEMBER

→ VOTE

INTERNAL
M.S. STAFF ONLY

In person task
force
net promoters
identified

give staff
talking points
to help answer
initial Q's.

planning for
media
outreach/
campaign;
identify staff
(they would create
messaging)

~~Consolidate~~
District/Central
Node
- create
development data
- public data
- create
info sheet

Forum organization
w/ personalized calls
to families

Forum
sponsored by
Seen on last
day of school?

Forum
planning
(formative
assessment)

Forum/
Tours
During Reorging wk

Survey #2
(temp v)
* "ok today... yeah"
* "how effective have
we been?"
* What? + Concerns
still have?

SCHOOL
DISTRICT
PARENTS/
STUDENTS

Survey (incl. choice
families)

@ a glance
info sheet

Forum organization
w/ personalized
calls to families

Forum

Forum
planning
(formative
assessment)

Forum/
Tours

Forum
Planning

Forum

Survey #2
(temp v)

COMMUNITY
PUBLIC

Survey
What are you
willing to pay for?
"In person task
force"

- Bondopoly-like
Events
- ID ambassadors

Split district
into geographic
sections for
promotion...
#s of district
kids in each
school

@ a glance
info sheet

Forum organization
w/ personalized
calls to families

Forum

Forum
Planning
(formative
assessment)

Forum/
Tours

Forum
Planning

Forum

Survey #2
(temp v)



BOND COMMUNICATION PLAN

MANITOU SPRINGS SCHOOL DISTRICT



MARCH
2025

APRIL
2025

MAY
2025

JUNE
2025

JULY
2025

AUGUST
2025

SEPTEMBER
2025

OCTOBER
2025

NOVEMBER
2025

→ VOTE

INTERNAL
M.S. STAFF ONLY

Survey

BOE vote?

BOE votes!

Letter
BOE
Communication
Plan w/
Key Committee
+ BOE
+ BOE
+ BOE

SCHOOL
DISTRICT
PARENTS /
STUDENTS

Survey
Magellan

Bulletin - Chamber
City Council (Nov)
City Council (Nov)
City Council (Nov)
City Council (Nov)

Power of
Shared
messaging

Some language
Some handouts

PAC
SAC
DAC
Student voice

Town Hall
Bulletin
What do
other districts
have?

Using every
Meeting

Community
Times
Answer Questions
LMA Leadership +
Bond Committee

Door to
Door
Visits

COMMUNITY
PUBLIC

Host
Families
for
Charts

Bond
Citizens
group

Marketing
Materials
Door
Hangers



4

BOND COMMUNICATION PLAN

MANITOU SPRINGS SCHOOL DISTRICT



	MARCH 2025	APRIL 2025	MAY 2025	JUNE 2025	JULY 2025	AUGUST 2025	SEPTEMBER 2025	OCTOBER 2025	NOVEMBER → VOTE
INTERNAL M.S. STAFF ONLY	Start polling ① *Start w/ them*	Staff meetings w/ live polling							
SCHOOL DISTRICT PARENTS / STUDENTS	Start polling ③ Message ideas / thoughts in newsletters, space at large events Start getting student testimonials	Student/parent mtgs. w/ live polling		Visuals "Coming soon, with your help" at all spaces					
COMMUNITY PUBLIC	Kids need to be present at everything Start polling ③ Identify groups to target - find someone from each "group" to be a liason		Partner w/ vendors to show value on schools to home value	Booth at Farmers market, wine Festival, other local events * Booth needs to be fun - giveaways		Green Box		Kiawans Golf Tourney	
			District website w/ information Pikes Peak Bulletin advertising						