

# ENSURE REFERENDUM SUCCESS WITH A COMMUNITY ENGAGEMENT PLAN



WITH OVER 88 YEARS AS SCHOOL AND LEARNING ENVIRONMENT EXPERTS, WE HAVE DEVELOPED **A PROVEN PROCESS** FOR BUILDING COMMUNITY ENGAGEMENT DESIGNED SPECIFICALLY TO GARNER PUBLIC APPROVAL.

For nearly 20 years, our clients have found that our Community Engagement process is the most effective tool for attaining referendum success. It succeeds because everyone has a voice, everyone is heard, and the best ideas quickly rise to the top.

## WHY IT WORKS

Our planning process involves all community stakeholders; not for “buy-in”, and not to make them “feel like” they were involved in the decision making process. The plans developed in our planning processes are actually built upon the involvement and input of all participants. As they see the plan emerge before their very eyes, their occasional skepticism of the school district’s intent wanes, and a reverence for the opinion of others emerges.

Strong ideas rise to the top; weaker ideas are discussed and eventually discarded, no longer able to sabotage the good work of the group. The community has real “ownership” in the plan developed. They were there, they watched as their input shaped the plan. They will defend it to their neighbors and support it at the polls.

## THE PROCESS AT-A-GLANCE

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| <p><b>DESIGN</b> THE PROCESS <b>1</b></p> <ul style="list-style-type: none"> <li>Identify participants.</li> <li>Determine timeline.</li> <li>Determine decision-making process.</li> <li>Establish communications plan.</li> </ul>             | <p><b>DIAGNOSE</b> THE PROBLEM <b>2</b></p> <ul style="list-style-type: none"> <li>Define educational needs.</li> <li>Collect demographic information.</li> <li>Survey staff.</li> <li>Complete public opinion research.</li> </ul>                              | <p><b>DESCRIBE</b> THE PROBLEM <b>3</b></p> <ul style="list-style-type: none"> <li>Illustrate educational inadequacies.</li> <li>Describe and illustrate the problem to be solved to the community.</li> </ul> |
| <p><b>DEVELOP</b> SOLUTIONS <b>4</b></p> <ul style="list-style-type: none"> <li>Gather input from community.</li> <li>Brainstorm solutions together.</li> <li>Identify funding sources.</li> <li>Refine the best ideas as solutions.</li> </ul> | <p><b>DECIDE</b> ON THE APPROACH <b>5</b></p> <ul style="list-style-type: none"> <li>Select the best approach to recommend to the school board that supports the District’s educational vision while providing the greatest benefit to the community.</li> </ul> | <p><b>GO!</b> <b>6</b></p> <ul style="list-style-type: none"> <li>Begin the process of implementing the solution created through Community Engagement Process.</li> </ul>                                      |

Call (844) 784-4440 or email [hello@bldd.com](mailto:hello@bldd.com) for more information.