



Building a Better Future, Phase II Bond/Finance Campaign

2024 Golden Achievement Award



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Osseo Area Schools
11200 93rd Ave. N
Maple Grove, MN 55369

Osseo Area Schools
PreK-12 District | 20,400 students
Communications Department (6.5 Team Members,
including Clay Sawatzke, School/Community
Relations Coordinator and NSPRA member)

About the Osseo Area Schools campaign

In November 2023, Osseo Area Schools, Minnesota's fifth-largest district with over 20,400 students, successfully passed a bond referendum. This funding addresses safety/security, teaching and learning, and building space needs for current programming and predicted population growth.

The *Building a Better Future Phase II* referendum campaign aligned with the district's strategic plan and facilities research. Primary quantitative and qualitative research informed campaign goals, objectives, timelines, strategies, tactics, and key messages. The research and objectives provided the foundation for a robust evaluation plan.

The overarching goal was passing the referendum question. The district's campaign objectives included raising awareness of *Phase II* needs and motivating target audiences to vote once more in support of Osseo Area Schools.

Phase I questions passed only a year earlier, on Nov. 8, 2022 ([Question 1](#) and [Question 2](#)).

Objectives for both internal and external audiences:

- 95% of staff members understand their role for the referendum by August.
- 95% of staff members will be able to share basic information about the referendum by August.
- 100% of schools/departments/programs participate in referendum training, including creating a tailored communication plan by August.
- 90% of parents/caregivers will be aware of the referendum by Nov. 7. (Note: 60% for students 18+ and 70% for community members.)
- 90% of parents/caregivers will know where they vote by Nov. 7. (Note: 60% for students 18+ and 70% for community members.)
- 75% of parents/caregivers will vote on Nov. 7. (Note: 50% for students 18+ and 60% for community members.)

The district has a varied history of passing tax initiatives, with 9 out of the last 12 questions gaining approval. Osseo Area Schools' communications plan in this election was effective in passing the bond, which voters approved at 61.36%.



Research



A metropolitan district, Osseo Area Schools (Minn.) is a highly respected public school district serving eight municipalities.

The student body is diverse: 38.5% white, 26.6% Black, 16% Asian, 9.6% Hispanic or Latino, 6.9% two or more races, and 2.3% American Indian. 48.1% of students are economically disadvantaged, 1.4% experience homelessness, and 11.6% are English Language Learners. The district translates all communication into five languages.

The district relies on voter-approved bonds to address facility needs. For several years, ***various study groups have researched facility needs*** throughout the district.

In January 2023, a random-sample ***community survey (full results, summary, analysis)*** assessed public opinion concerning the proposed bond question.

- An analysis revealed that the pandemic negatively impacted district support and public opinion.
- Favorable ratings of the school board, district administration, school principals and building-level administrators, and teachers and instructional staff had shifted downward, particularly in intensity. Still, they were all within the top quartile of metropolitan area suburban school districts.
- The district's financial management received favorable ratings, so mismanagement was not an issue. However, the intensity had gone down since the last survey a year ago.
- There was agreement that housing and student enrollment had increased and will continue to increase.
- The majority believed buildings and facilities were good or excellent.
- Voters would likely support the bond.
- The district continued its original course and began *Building a Better Future, Phase II* to address facility needs. The 2022 election mentioned the possibility of back-to-back elections, but reminders were likely needed.

Findings remained consistent in a follow-up random-sample ***community survey (full results, summary)*** in late March 2023. The intensity of positive responses grew in some cases.

An Oversight Task Force reviewed all work and findings and made final recommendations to the school board using criteria aligned with the district's mission and values. The Osseo Area School Board unanimously approved holding the *Building a Better Future, Phase II* referendum on May 23, 2023.

Based on district demographics and translation requirements, all campaign messages needed to be concise and use everyday language.

Demographic and voter data:

- District residential population: 160,000
- Voter turnout for non-gubernatorial or presidential elections: typically 16-21%
- Residents with school-age children: 33%
- Recent surveys showed that the majority of community members hold a favorable view of Osseo Area Schools:
 - 82% rate the quality of education as Excellent or Good
 - 87% believe all or most learner needs are being met
 - 84% are proud of our schools and would recommend them to others
- Information targeted to the following groups yielded even greater support and turnout:
 - Residents under 35 years old
 - Households with preschoolers and toddlers

- Households with current Osseo Area Schools students (excluding alum parents who opposed the levies)
- Renters
- Democrats and Independents
- Political moderates and liberals
- African-American households
- Women
- Households in the eastern part of the district were more supportive than the western part.

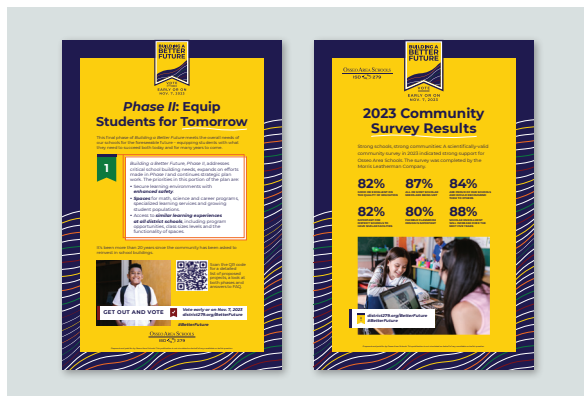
Having completed a referendum in 2022, feedback from the district’s staff survey indicated additional communication strategies and tactics were needed:

- 71% of staff felt informed or very informed by Election Day during the *Building a Better Future, Phase I* campaign.
- 67% of staff had enough information to share *Building a Better Future, Phase I*, basic information with parents/ caregivers and other community members.
- 62% of staff had a good or excellent experience with *Building a Better Future, Phase I*.

Issues monitoring:

- A school board member transition took place Jan. 1, 2023.
- A superintendent transition took place on July 1, 2023. The new superintendent would be introduced concurrently with the *Phase II* bond referendum.
- Teacher contract negotiations were unresolved, and teachers were working under an expired contract.
- Following the 2023 Minnesota Legislative Session, which provided “historic funding” widely broadcast on mainstream media, public perception changed.
- Inflation impacted many Minnesota families, especially at the grocery store and gas pump.

Planning



Campaign planning began about a year before. The district worked with CEL Marketing PR Design to complete design/creative, website, and digital communications strategies. Captivate Media was a video partner on the project. The detailed plans allowed the communications team to engage leaders and key communicators across the district in a clear, concise, and consistent **campaign**.

Content and messaging were targeted geographically, using area high school colors to connect with audiences and illustrate “what was in it for their schools.” The plan included facility needs at the high school level as well as the feeder elementary and middle schools. *Building a Better Future, Phase II* would meet both local area needs and the district’s overall needs for the foreseeable future.

Campaign goals:

- To ensure an informed voting public by providing timely, relevant and easily accessible information.
- To equip parents/caregivers, staff, and other key stakeholders as trusted ambassadors of referendum information for other voters.
- To minimize “surprised” voters by sharing information during the late spring, well before the fall election season.
- To encourage voter participation by parents/caregivers, staff and key district stakeholders.
- To minimize misinformation and immediately correct and clarify any inaccuracies.
- To comply with all legal requirements of holding and communicating about a referendum.
- To build pride in and support for the district, staff and scholars/students.

Target audiences:

- Staff
- Parents/caregivers and community education participants
- Students aged 18+
- Greater community voters, elected officials and businesses

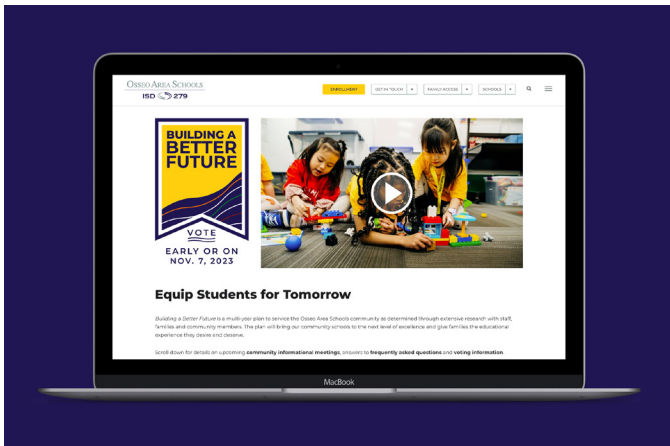
Objectives for each audience were:

- Staff
 - 95% of staff members understand their role for the referendum by August.
 - 95% of staff members will be able to share basic information about the referendum by August. (Notes on *Phase I*: 71% felt informed, 67% were informed enough to share)
 - 100% of schools/departments/programs participate in referendum training, which includes creating a tailored communication plan by August.
- Parents/caregivers and community education participants
 - 90% of parents/caregivers will be aware of the referendum by Nov. 7.
 - 90% of parents/caregivers will know where they vote by Nov. 7.
 - 75% of parents/caregivers will vote on Nov. 7.
- Students aged 18+
 - 60% of students 18+ will be aware of the referendum by Nov. 7.
 - 60% of students 18+ will know where they vote by Nov. 7
 - 50% of students 18+ will vote on Nov. 7.
- Greater community voters, elected officials and businesses
 - 70% of community members will be aware of the referendum by Nov. 7.
 - 70% of community members will know where they vote by Nov. 7.
 - 60% of community members will vote on Nov. 7.

Communication strategies:

To meet the objectives, Osseo Area schools needed clear, concise messaging that was easily translated and quick to respond to any misinformation. Several communications strategies were deployed:

- Provide concise information in everyday language. Additional details were available on the website.
- Ensure each audience knows “what’s in it for them” along with logical consequences of failure.
- Maximize use of school-based referendum teams for local impact messaging.
- Utilize one-to-one communication whenever possible.
- Maximize use of personal social media or blogs.
- Focus on rapid response to questions, rumors, and misinformation.



Finally, teachers at all levels were supported with civics and social studies lessons on voting, ensuring that students understood and appreciated the value of their vote and could grow into strong community stewards in the future.

Key messages:

- *Building a Better Future, Phase II*, is the second phase in improving our schools, as determined by a multi-year research process that involved students, staff, families, and community members. Their work revealed critical safety/security needs, teaching and learning needs, and building space needs with regard to programming and current and predicted population growth.



- In addition to addressing critical school building needs, *Phase II* expands on efforts already made in *Phase I* and continues strategic plan work. The priorities in this portion of the plan are:
 - Secure learning environments with enhanced safety.
 - Spaces for math, science and career programs, specialized learning services and growing student populations.
 - Access to similar learning experiences at all district schools, including program opportunities, class size levels and the functionality of spaces.
- Every district school would receive needed building improvements as part of *Phase II*. Visit district279.org/BetterFuture for a detailed list of proposed projects.
- Community members are asked to consider addressing these school building needs on Nov. 7, 2023. If approved by voters, the tax increase would be less than \$7/month for the average-value home in our district (\$300,000).
- It's been more than 20 years since the community has been asked to reinvest in school building needs.
- This final phase of *Building a Better Future* meets the overall needs of our schools for the foreseeable future. It equips students with what they need to succeed today and for many years to come.
- Visit district279.org/BetterFuture for additional details, a look at both phases of *Building a Better Future* and answers to frequently asked questions.

Implementation

In the fall of 2023, Osseo Area Schools implemented referendum training for each school and program site to ensure internal stakeholders understood and could speak the referendum messaging. Each site received a [toolkit](#) with messaging, marketing materials and graphics. Weekly emails followed with tools, tips and updates.

The district used dedicated email and phone hotlines, a staff-only option for internal questions and concerns, ThoughtExchange, and mass notification tools to ensure two-way communication.

The [informational campaign](#) launched on Aug. 21, 2023. Early voting began on Sept. 22, 2023, and ended on election day, Nov. 7, 2023. The campaign launched in five languages: English, Spanish, Hmong, Vietnamese and Somali.

Implementation of the campaign involved senior district leaders (superintendent, finance, legal counsel and communications), community relations, publications, translators, and building-level teams across the district.

Campaign budget

	Total
Research phase (including two formal surveys)	\$52,000
Planning, messaging and theme development	\$3,000
Graphics and website	\$84,000
Printing and postage	\$50,000
Videos	\$27,000
Translations (beyond in-house translation)	\$3,000
	\$219,000

The district's informational campaign yielded **a positive return on investment.**

Tactics

To achieve the goals, objectives, and strategies, multi-channel tactics were used. The tactics were shared districtwide so schools and programs could easily amplify the information via their communication channels.

- **District website:** district279.org/BetterFuture included hero images/videos, articles, pop-ups, and FAQs. *Building a Better Future* microsite was linked site-wide, via school and program pages. Website content was translated.
- **Social media:** [Facebook](#), [Twitter](#) and [Instagram](#) were used to disseminate **messaging** using the hashtag #BetterFuture.
- **Email** in e-newsletters and other subscriber groups via mass notifications and key communicator groups.
- **Informational videos in multiple languages**
 - [Learn about Building a Better Future, Phase II Building Needs](#)
 - [Logical Consequences if the Referendum Fails](#)
 - Three community meetings (recorded for rebroadcast)
 - [Sept. 19, 2023](#)
 - [Oct. 3, 2023](#)
 - [Oct. 11, 2023](#)
 - Get Out the Vote
 - [It's Fun to Go Out and Vote!](#)
 - [Early Voting 2023](#)
 - [Vote Today, Tuesday, Nov. 7, 2023](#)
- **Flyers and handouts** included an overview, tax impact, facility focus, logical consequences, and early voting info. These were available for schools and programs, including FACE, Community Education, with presentation groups and online. All were translated.
- **Banners and electronic displays** included the outdoor signs at the Osseo Area Schools' Educational Service Center, at the three high schools, and on monitors throughout all schools.
- **Yard signs** placed on school properties toward the end of the campaign.
- **Presentations and an all-staff event.** In many cases, these served to introduce the new superintendent and share information about the referendum. For the all-staff event specifically, it had been decades since such an event was put together.
- **Staff badges** were distributed with talking points and a QR code to the main campaign website to make information readily available if staff were asked questions.

Evaluation

The bond passed with 61.36% approval. All precincts - six of six - supported the question.

While passing the question was the ultimate measure of the *Building a Better Future, Phase II* campaign's success, evaluation of the other objectives will inform future community engagements, including boundary adjustments and an elementary school repurposing.

Internal and external stakeholder reports show the communication tactics were effective in informing the community about the *Building a Better Future, Phase II* campaign and district needs. Most importantly, awareness of the needs was high.

Outputs

- 12 weeks of district e-news messaging to approximately 25,706 parent and community subscribers and 4,677 staff subscribers. Click rates were highest at the start of the informational campaign.

- 5,418 page views of district279.org/BetterFuture with a big spike in viewership the last two weeks before the election.
- Social media reach to thousands of community members:
 - Facebook and Instagram posts on the district account: 16,263 people reached.
- 3,266 video views directly on the district YouTube Channel with additional views across social media.
- Direct mail sent to 63,811 residences and registered voters.
- 34 Presentations to staff and community groups by the District Referendum Team.
- Flyers distributed to 25+ apartments and community sites.
- Information booths at a dozen community events.
- The hotlines received 77 emails and 55 phone calls. Most of our referendum teams said they received between 0 and 15 questions during the campaign. The lower activity across the hotlines implies that communication was clear and understandable.

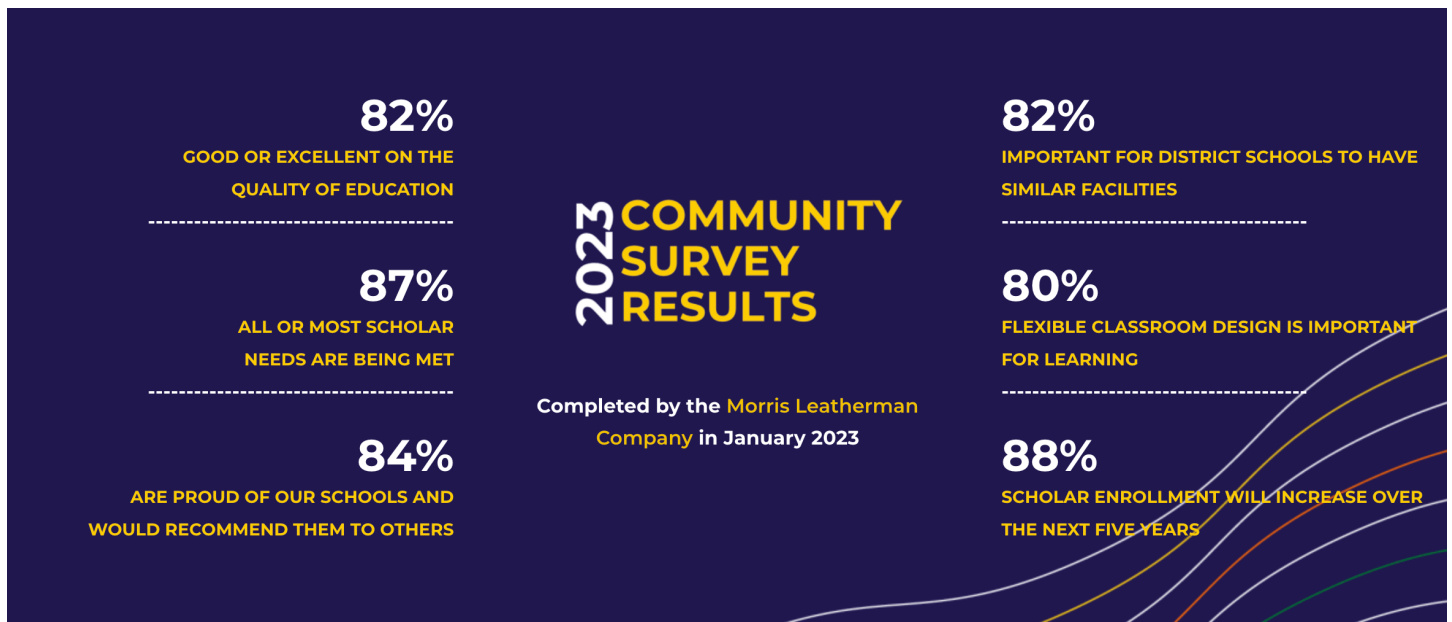
Voter participation

Note: 93,859 registered voters as of July 2023

- 12,084 voters (13% turnout). Note: About 12% of these voters had voted early.
- This election had a slightly higher turnout than the May 2000 bond, but a lower turnout compared to the November 2001 bond.
- The registered voter list from the Minnesota Secretary of State's office is being compared with district parents/caregivers and staff data.

Other measures

- **Survey results from referendum teams**
- Debrief with cabinet
- Debrief with Learning Leaders/Principals
- Debrief with CEL Marketing PR Design
- An additional staff stakeholder survey is scheduled in April 2024
- An additional formal survey with Morris Leatherman will be done within a year

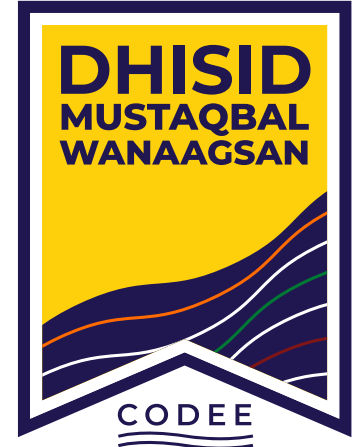


Logos

English



Somali



Hmong



Spanish




Vietnamese





Ballot Poster



VOTE
EARLY OR ON
NOV. 7, 2023

Phase II: Equip Students for Tomorrow


This final phase of *Building a Better Future* meets the overall needs of our schools for the foreseeable future – equipping students with what they need to succeed both today and for many years to come.


1

Building a Better Future, Phase II, addresses critical school building needs, expands on efforts made in *Phase I* and continues strategic plan work. The priorities in this portion of the plan are:

- Secure learning environments with **enhanced safety**.
- **Spaces** for math, science and career programs, specialized learning services and growing student populations.
- Access to **similar learning experiences at all district schools**, including program opportunities, class sizes levels and the functionality of spaces.

It's been more than 20 years since the community has been asked to reinvest in school buildings.






Scan the QR code for a detailed list of proposed projects, a look at both phases and answers to FAQ.

GET OUT AND VOTE

Vote early or on Nov. 7, 2023
district279.org/BetterFuture

#BetterFuture



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Survey Poster



VOTE
EARLY OR ON
NOV. 7, 2023




2023 Community Survey Results

Strong schools, strong communities: A scientifically-valid community survey in 2023 indicated strong support for Osseo Area Schools. The survey was completed by the Morris Leatherman Company.

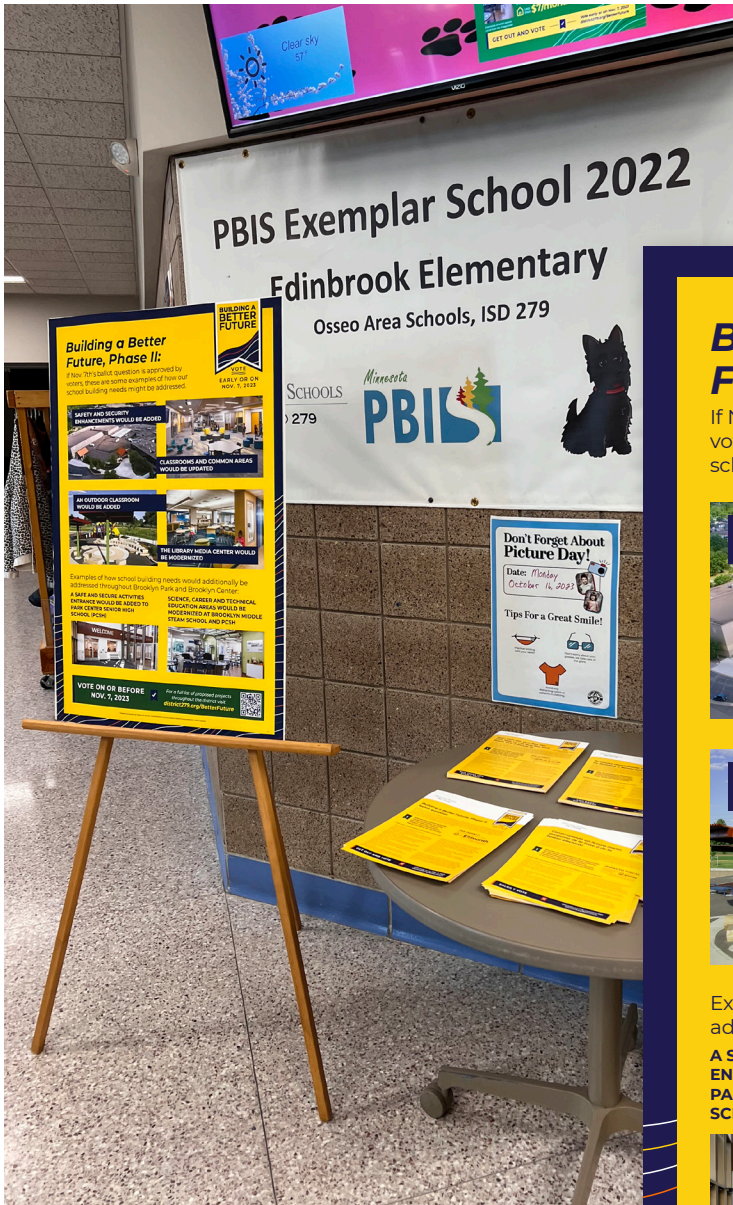
<p>82%</p> <p>GOOD OR EXCELLENT ON THE QUALITY OF EDUCATION</p>	<p>87%</p> <p>ALL OR MOST SCHOLAR NEEDS ARE BEING MET</p>	<p>84%</p> <p>ARE PROUD OF OUR SCHOOLS AND WOULD RECOMMEND THEM TO OTHERS</p>
<p>82%</p> <p>IMPORTANT FOR DISTRICT SCHOOLS TO HAVE SIMILAR FACILITIES</p>	<p>80%</p> <p>FLEXIBLE CLASSROOM DESIGN IS IMPORTANT</p>	<p>88%</p> <p>SCHOLAR ENROLLMENT WILL INCREASE OVER THE NEXT FIVE YEARS</p>



district279.org/BetterFuture
#BetterFuture

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School Specific Posters



VOTE
EARLY OR ON
NOV. 7, 2023

Building a Better Future, Phase II:

If Nov. 7th's ballot question is approved by voters, these are some examples of how our school building needs might be addressed.

SAFETY AND SECURITY ENHANCEMENTS WOULD BE ADDED

CLASSROOMS AND COMMON AREAS WOULD BE UPDATED

AN OUTDOOR CLASSROOM WOULD BE ADDED

THE LIBRARY MEDIA CENTER WOULD BE MODERNIZED

Examples of how school building needs would additionally be addressed throughout Brooklyn Park and Brooklyn Center:

A SAFE AND SECURE ACTIVITIES ENTRANCE WOULD BE ADDED TO PARK CENTER SENIOR HIGH SCHOOL (PCSH)

SCIENCE, CAREER AND TECHNICAL EDUCATION AREAS WOULD BE MODERNIZED AT BROOKLYN MIDDLE STEAM SCHOOL AND PCSH

VOTE ON OR BEFORE NOV. 7, 2023

For a full list of proposed projects throughout the district visit district279.org/BetterFuture

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Pop-up Banner

BUILDING A BETTER FUTURE
VOTE

Be informed!

Our Osseo Area Schools community is being asked to reinvest in district schools to **address critical school building needs.**

1 *Building a Better Future, Phase II*, in addition to addressing critical school building needs, expands on efforts already made in *Phase I* and continues strategic plan work. Priorities include:

- Secure learning environments with enhanced safety.
- Spaces for math, science and career programs, specialized learning services and growing student populations.
- Access to similar learning experiences at all district schools, including program opportunities, class sizes levels and the functionality of spaces.

 This final phase of *Building a Better Future* meets the overall needs of our schools for the foreseeable future. Visit the website for a list of proposed projects.

GET OUT AND VOTE

Vote early or on Nov. 7, 2023
district279.org/BetterFuture
#BetterFuture

OSSEO AREA SCHOOLS
ISD 279





Overview Flyers

OSSEO AREA SCHOOLS
ISD 279

BUILDING A BETTER FUTURE
VOTE
EARLY OR ON
NOV. 7, 2023

Building a Better Future, Phase II ballot question

Building a Better Future, Phase II, is the second phase in improving our schools as determined through a multi-year research process that involved staff, families and community members. Their work revealed critical safety/ security needs, teaching and learning needs, and building space needs with regard to programming and current and predicted population growth. This second phase builds upon the efforts already started in Phase I, continues strategic plan work and addresses critical school building needs. As such, voters will be asked to weigh in on a funding request for school building needs on Nov. 7, 2023.

1 Addressing school building needs to provide learning spaces that are secure, modern and structured to equip students for tomorrow

TAX IMPACT
If the request is approved by voters:
Less than **\$7/month**
for the average-value home in our district (\$300,000)

If approved, school building needs projects will include:

- Adding additional safety and security enhancements to all schools.
- Adding safe and secure entrances to Maple Grove, Osseo and Park Center Senior High Schools to reach the safety/security standards already in place at other district schools.
- Expanding and modernizing career and technical education spaces at Maple Grove, Osseo and Park Center Senior High Schools and the Osseo Area Learning Center.
- Expanding and modernizing science, technology, engineering, arts and math (STEAM) spaces at magnet schools.
- Updating classrooms at all schools to accommodate varied learning needs, including the specialized services of special education, gifted/talented and multilingual learners.
- Updating classrooms and common areas with new furniture and flexible learning spaces at all schools.
- Modernizing library media centers to be more resourceful and accommodating to teaching and learning needs at all schools.

It's been more than 20 years since the community has been asked to reinvest in school buildings. This final phase of Building a Better Future requests \$225 million to meet the overall needs of our schools for the foreseeable future – equipping students with what they need to succeed both today and for many years to come.

GET OUT AND VOTE ✓ **Vote early or on Nov. 7, 2023**
district279.org/BetterFuture

English

BUILDING A BETTER FUTURE
VOTE
EARLY OR ON
NOV. 7, 2023

Students, families and community members have expressed how they would like to see our schools improved. This resulted in a strategic plan aligned to achieve the goals set forth. Funding was allocated to the multi-year Building a Better Future plan. **Our plan by approving levies in November 2022 that the staff and tools for these pieces).**

Building a Better Future has building needs, so in January 2023 the board will hold a **referendum election be held Nov. 7, 2023. The election will be on safety, teaching/learning and space.** The levy will address the differences between levies and bonds.

87% ALL OR MOST STUDENT NEEDS ARE BEING MET

84% ARE PROUD OF OUR SCHOOLS AND WOULD RECOMMEND THEM TO OTHERS

80% FLEXIBLE CLASSROOM DESIGN IS IMPORTANT FOR LEARNING

88% BELIEVE STUDENT ENROLLMENT WILL INCREASE OVER THE NEXT FIVE YEARS

completed by the Morris Leatherman Company.

62% IMPORTANT FOR DISTRICT SCHOOLS TO HAVE SIMILAR FACILITIES

If the ballot question is not approved by voters:

- School building projects to improve safety/security would not proceed.
- Crowded conditions and large class sizes would continue. Attendance boundary adjustments would be required at the elementary, middle and high school levels to provide relief, which is estimated to move 6,000 students from their current schools. Such changes would be recurring because of continually growing student enrollment, resulting in increased service costs and longer bus rides.
- School buildings and learning spaces would continue to age and become less relevant. This would limit learning resources demanded by our students and families, particularly in math, science and career learning spaces, specialized learning spaces and library media centers.
- Inconsistent learning experiences would continue.
- Budget cuts would be required. These cuts are projected to be at least \$31 million or approximately 300 jobs.

Learn more about Building a Better Future, Phase II by:

- Visiting district279.org/BetterFuture
- Submitting a question to BetterFuture@district279.org, or
- Following online via [#BetterFuture](https://twitter.com/BetterFuture).

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Osseo Area Schools
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BUILDING A BETTER FUTURE
VOTE
EARLY OR ON
NOV. 7, 2023

Construyendo un futuro mejor, pregunta de la Fase II de la boleta electoral

Identificar las necesidades de construcción de edificios escolares que mejor respondan a las necesidades de aprendizaje que están surgiendo y a las necesidades para el futuro.

IMPACTO FISCAL
Si se aprueba, se proyecta que el costo de los proyectos de construcción de edificios escolares será de menos de \$7 al mes para el hogar promedio en nuestro distrito (\$300,000).

SALGA Y VOTE ✓ **Vota temprano o el 7 de noviembre de 2023**
district279.org/BetterFuture

Spanish

Osseo Area Schools
ISD 279

BUILDING A BETTER FUTURE
VOTE
EARLY OR ON
NOV. 7, 2023

Tầm Nhìn Xây Dựng Tương Lai Tốt Đẹp Hơn

Đánh giá nhu cầu xây dựng các phòng học đáp ứng nhu cầu học tập đang phát sinh và nhu cầu cho tương lai.

TAX IMPACT
Nếu được phê duyệt, chi phí dự kiến cho các dự án xây dựng trường học sẽ là ít hơn \$7 mỗi tháng cho gia đình có thu nhập trung bình trong quận của chúng ta (\$300,000).

MUS THAB POV ✓ **MUS THAB POV**
district279.org/BetterFuture

Hmong

Osseo Area Schools
ISD 279

BUILDING A BETTER FUTURE
VOTE
EARLY OR ON
NOV. 7, 2023

Su'asha Doorashada Wajiga II ee Building a Better Future

Waxaa loo baahnaa baahinta dhismaha iyo kooxda waxbarasho ee ku haboonaan baahinta waxbarasho ee ku jirta qaybaha kala duwan ee waxbarasho.

Saamaynta
Cashuurta
Haddii ay qaybahaas ka mid noqdaan, waxay keenta in kooxda waxbarasho ee ku jirta qaybaha kala duwan ee waxbarasho ay noqoto mid ka badan \$7 bishii.

SOD BAA ✓ **OO COREEYA**
district279.org/BetterFuture

Somali

Osseo Area Schools
ISD 279

BUILDING A BETTER FUTURE
VOTE
EARLY OR ON
NOV. 7, 2023

Câu hỏi trên là phiếu về Giai đoạn II của kế hoạch Xây dựng Tương lai Tốt đẹp hơn

Đánh giá nhu cầu xây dựng các phòng học đáp ứng nhu cầu học tập đang phát sinh và nhu cầu cho tương lai.

TÁC ĐỘNG THUẾ
Nếu được phê duyệt, chi phí dự kiến cho các dự án xây dựng trường học sẽ là ít hơn \$7 mỗi tháng cho gia đình có thu nhập trung bình trong quận của chúng ta (\$300,000).

HÃY ĐI BỎ PHIẾU ✓ **HÃY ĐI BỎ PHIẾU**
district279.org/BetterFuture

Vietnamese



10 Reasons Flyer

OSSEO AREA SCHOOLS
ISD 279



10 Reasons Osseo Area Schools is holding a bond referendum

10 CONTINUES PHASE I AND STRATEGIC PLAN WORK

Building a Better Future, Phase II, builds upon the work already started in *Phase I* and the district's new strategic plan. These are set to provide our families with the learning experiences they desire and deserve.

9 EVALUATION REVEALED NEEDS

Seven study groups extensively looked at school building needs. Their work revealed critical safety/security, teaching and learning, and building space needs. The Oversight Task Force reviewed all these needs and made final recommendations to the school board – the *Phase II* plan. Along this research journey, staff, families and community members were involved.

8 SURVEY RESPONDENTS AGREED ON NEEDS

Scientific surveys show that the majority of community members see the need for the proposed projects within the *Building a Better Future, Phase II* plan. Additionally, more than 80% of respondents said that flexible learning spaces and having consistent offerings among school buildings are important. Almost 90% believe student enrollment will increase over the next five years.

7 AGING SCHOOL BUILDINGS

The average age of our school buildings is 47 years old. The newest school, Woodland Elementary School, opened in 2002. The oldest school, Osseo Senior High School, opened in 1952. Learning needs have significantly changed over this time.

6 INCONSISTENT LEARNING EXPERIENCES

Although lots of efforts have been put into providing consistency amongst district schools, inconsistency continues to be the reality. This includes how spaces function, the type of learning opportunities available and class size levels.

5 OVERCROWDED SCHOOLS WITH MORE STUDENTS COMING

Extensive research shows that student enrollment is going to continue to grow. Schools in growth areas are experiencing higher class sizes, classes on a cart, tight hallways and common areas, and lunches standing up, on the floor or on the window sill.

4 GREATER NUMBER OF STUDENTS NEEDING SPECIALIZED SERVICES

More students continue to need specialized learning services, which is expanding the space needs of special education, multilingual learner and gifted/talented programs. As a result, the unique learning needs of these students are not fully being met currently.

3 SCIENCE, MATH AND CAREER/TECH ED OPPORTUNITIES

Several data points, including a school choice survey, show that families are interested in science, technology, engineering, arts and math programs as well as career and technology education programs within our learning offerings. These offerings have recently been added, but appropriate spaces are needed to accommodate them.

2 MAINTAINS AND ENHANCES SAFETY/SECURITY STANDARDS

The safety and security of our students, staff and community is the highest priority of the district. Improvements are needed at every school to maintain and enhance current safety and security standards.

1 PUTS THE CHOICE IN OUR COMMUNITY'S HANDS

Local taxpayers are responsible for funding school building renovations and construction. This is done through bond referendums that give voters the choice.

Prepared and paid for by Osseo Area Schools. This publication is not circulated on behalf of any candidate or ballot question.



GET OUT AND VOTE



Vote early or on Nov. 7, 2023
district279.org/BetterFuture
#BetterFuture



Cluster Flyers

Osseo schools and area elementary schools

Maple Grove schools

OSSEO AREA SCHOOLS
ISD 279

VOTE
EARLY OR ON
NOV. 7, 2023

Building a Better Future, Phase II: Proposed projects for city of Osseo schools and area elementary schools

Proposed *Building a Better Future, Phase II* projects address critical school building needs at Osseo Senior High School, Osseo Middle School and area elementary schools, including: Cedar Island, Crest View, Edinbrook, Elm Creek, Fair Oaks, Fernbrook, Oak View, Park Brook and Rice Lake Elementary Schools.

Examples of what spaces could look like if approved

Proposed projects for all schools within the district:

- Adding additional safety and security enhancements.
- Updating classrooms to accommodate varied learning needs, including special education, gifted/talented and multilingual learner needs.
- Updating classrooms and common areas with new furniture and flexible learning spaces.
- Modernizing library media centers to better support teaching and learning needs.

Additionally proposed projects at Osseo Senior High School:

- Enhancing the security features at the school's main entrance (to reach district safety/security standards).
- Expanding and modernizing career and technical education learning spaces.

Additionally proposed projects at Osseo Middle School and area elementary schools:

- Expanding and modernizing science, technology, engineering, arts and math (STEAM) spaces at magnet schools (Health science program at Osseo Senior High School, Brooklyn Middle STEAM School, Birch Grove School for the Arts, Weaver Lake: A Science Math & Technology School and Zanewood Community: A STEAM School).
- Adding an outdoor classroom to elementary and middle schools currently without such a space.

TAX IMPACT
If the request is approved by voters:

Less than **\$7/month** for the average-value home in our district (\$300,000)

GET OUT AND VOTE **Vote early or on Nov. 7, 2023**
district279.org/BetterFuture

OSSEO AREA SCHOOLS
ISD 279

VOTE
EARLY OR ON
NOV. 7, 2023

Building a Better Future, Phase II: Proposed projects for Maple Grove schools

Proposed *Building a Better Future, Phase II* projects address critical school building needs at Maple Grove Senior High School, Maple Grove Middle School and area elementary schools, including: Basewood, Cedar Island, Elm Creek, Fernbrook, Oak View, Rice Lake, South Creek and Weaver Lake Elementary Schools.

Examples of what spaces could look like if approved

Proposed projects for all Maple Grove schools within the district:

- Adding additional safety and security enhancements.
- Updating classrooms to accommodate varied learning needs, including special education, gifted/talented and multilingual learner needs.
- Updating classrooms and common areas with new furniture and flexible learning spaces.
- Modernizing library media centers to better support teaching and learning needs.

Additionally proposed projects at Maple Grove Senior High School:

- Enhancing the security features at the school's main entrance (to reach district safety/security standards).
- Due to rapid growth and development, classroom and cafeteria additions are proposed. The need includes increasing the number of students throughout the district who would need to move schools to address space constraints.
- Expanding and modernizing career and technical education learning spaces.

Additionally proposed projects at Maple Grove Middle School and area elementary schools:

- Due to rapid growth and development, an elementary school in northwest Maple Grove is proposed. This would reduce overcrowding and the number of students throughout the district who would need to move schools to address space constraints.
- Expanding and modernizing science, technology, engineering, arts and math (STEAM) spaces at magnet schools (Brooklyn Middle STEAM school, Birch Grove School for the Arts, Weaver Lake: A Science Math & Technology School and Zanewood Community: A STEAM School).
- Adding an outdoor classroom to elementary and middle schools currently without such a space.

TAX IMPACT
If the request is approved by voters:

Less than **\$7/month** for the average-value home in our district (\$200,000)

GET OUT AND VOTE **Vote early or on Nov. 7, 2023**
district279.org/BetterFuture

Brooklyn Park and Brooklyn Center schools

OSSEO AREA SCHOOLS
ISD 279

VOTE
EARLY OR ON
NOV. 7, 2023

Building a Better Future, Phase II: Proposed projects for Brooklyn Park and Brooklyn Center schools

Proposed *Building a Better Future, Phase II* projects address critical school building needs at Park Center Senior High School, Brooklyn Middle STEAM School, North View Middle School and area elementary schools, including: Birch Grove, Crest View, Edinbrook, Fair Oaks, Garden City, Walnut Lake, Park Brook, Woodland and Zanewood Elementary Schools.

Examples of what spaces could look like if approved

Proposed projects for all Brooklyn Park and Brooklyn Center schools within the district:

- Adding additional safety and security enhancements.
- Updating classrooms to accommodate varied learning needs, including special education, gifted/talented and multilingual learner needs.
- Updating classrooms and common areas with new furniture and flexible learning spaces.
- Modernizing library media centers to better support teaching and learning needs.

Additionally proposed projects at Park Center Senior High School:

- Adding security features to the school's activities entrance (to reach district safety/security standards).
- Expanding and modernizing career and technical education learning spaces.

Additionally proposed projects at Brooklyn Middle STEAM School, North View Middle School and area elementary schools:

- Expanding and modernizing science, technology, engineering, arts and math (STEAM) spaces at magnet schools (Brooklyn Middle STEAM school, Birch Grove School for the Arts, Weaver Lake: A Science Math & Technology School and Zanewood Community: A STEAM School).
- Adding an outdoor classroom to elementary and middle schools currently without such a space.
- Repurposing an existing elementary school to meet Community Education programming needs, including early childhood learning, adult basic education and enrichment opportunities both through adult.

TAX IMPACT
If the request is approved by voters:

Less than **\$7/month** for the average-value home in our district (\$300,000)

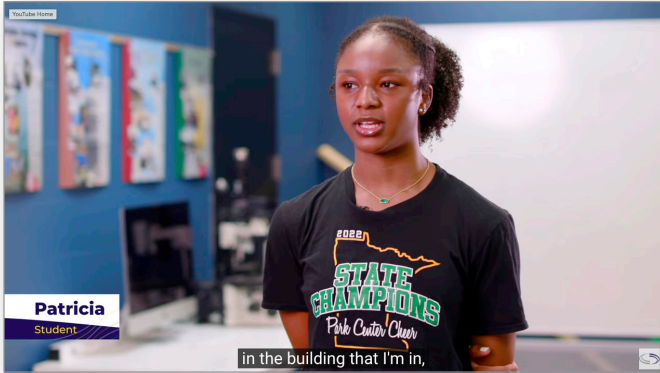
GET OUT AND VOTE **Vote early or on Nov. 7, 2023**
district279.org/BetterFuture



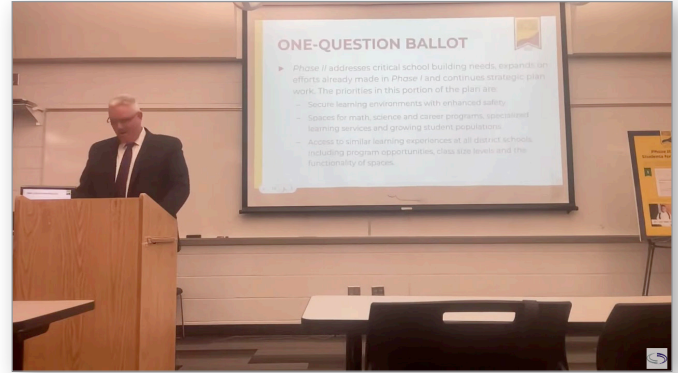
Yard Sign



Videos



Learn about Building a Better Future Phase II Building Needs



Community Meeting



Building a Better Future Phase II: Logical Consequences if the Referendum Fails



It's Fun to Go Out and VOTE



TV Monitor Screen

OSSEO AREA SCHOOLS
ISD 279

VOTE
EARLY OR ON
NOV. 7, 2023

Be informed!

Our community is being asked to weigh in on critical school building needs. If approved by voters on **Nov. 7, 2023**, safety, learning and space needs would be prioritized. Share with family, friends.

district279.org/BetterFuture

Website



Staff ID Badge



Phase II: Addressing critical school building needs with regard to safety, learning and space

Building a Better Future, Phase II, addresses critical school building needs, expands on efforts made in Phase I and continues strategic plan work. The priorities in this portion of the plan are:


- Secure learning environments with enhanced safety.
- Spaces for math, science and career programs, specialized learning services and growing student populations.
- Access to similar learning experiences at all district schools, including program opportunities, class sizes levels and the functionality of spaces.

Visit district279.org/BetterFuture for a list of proposed school building projects.

It's been more than 20 years since the community has been asked to reinvest in school buildings. This final phase of *Building a Better Future* meets the overall needs of our schools for the foreseeable future – equipping students with what they need to succeed both today and for many years to come.

HOW WILL THIS IMPACT TAXES?
If the question is approved: less than **\$7/month** for the average-value home (\$300,000).

NEED MORE DETAILS?
district279.org/BetterFuture
763-391-8990 | #BetterFuture



Early voting starts Sept. 22

Election Day is Nov. 7





Stadium Monitor Screens

OSSEO AREA SCHOOLS
ISD 279

Be informed!

Our community is being asked to weigh in on critical school building needs on **Nov. 7, 2023**. If approved, it would provide learning spaces that are secure, modern and structured to equip students for tomorrow. Share with family, friends.



Learn more at:
district279.org/BetterFuture



Be informed!

Our community is being asked to weigh in on critical school building needs on **Nov. 7, 2023**. If approved, it would provide learning spaces that are secure, modern and structured to equip students for tomorrow. Share with family, friends.



Learn more at:
district279.org/BetterFuture



Be informed!

Our community is being asked to weigh in on critical school building needs on **Nov. 7, 2023**. If approved, it would provide learning spaces that are secure, modern and structured to equip students for tomorrow. Share with family, friends.

Learn more at:
district279.org/BetterFuture





Social Media

ISD 279 - Osseo Area Schools
Published by Meghan Kuemmel · November 6, 2023

Our Osseo Area Schools community will determine whether critical school building needs for safety, learning and space will be addressed - TOMORROW! Make sure to get out and vote!
*Voting is open until 5 p.m. today, Nov. 6, at Brooklyn Park City Hall (5200 85th Ave. N), or
*Voting is open from 7 a.m. until 8 p.m., tomorrow, Nov. 7, at your election day polling location. Please confirm your polling location before heading out via pollfinder.sos.mn.gov.
Over the next sever... See more

Get out and VOTE!

Our community is determining TOMORROW whether critical school building needs for safety, learning and space will be addressed

There are two ways to vote in these final hours.

Details at district279.org/betterfuture

Instagram

osseoschools

Why is a bond referendum being held this fall?

10. Continues Phase I and strategic plan work

district 0:00 / 0:30 erFuture

osseoschools Again, thank you for taking the time to be informed on Building a Better Future, Phase II. ... more

ISD 279 - Osseo Area Schools
Published by Meghan Kuemmel · October 15, 2023

Answers to a number of Building a Better Future, Phase II frequently asked questions can be found at district279.org/BetterFuture. This week's update includes a sampling of some of the more common questions being asked thus far. Feel free to share any additional questions via BetterFuture@district279.org.
*I thought the 2022 levies addressed safety/security. What are the current needs? Answer: <https://bit.ly/3ZQsz6E>
*What are the school building needs of our special educat... See more

KSTP.COM
At the ballot box: Big year for school bond referendums in Minnesota

See insights and ads Boost

2 Like Comment Share

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0:00 / 0:17

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Instagram

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If approved:

Library media centers would be modernized

osseoschools In this second week of sharing proposed Building a Better Future, Phase II projects by ar... more

Instagram

osseoschools

If approved:

Library media centers would be modernized

osseoschools Learn more about the critical school building needs that would be addressed at ele... more



Elementary Construction-Style Sign



OSSEO AREA SCHOOLS
ISD 279

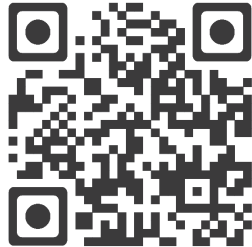
If approved, *Building a Better Future, Phase II*, would address school building needs for district schools.

This would include **adding an elementary school** here to better balance growing student populations.

Vote early or on Nov. 7, 2023.

✓ More at district279.org/BetterFuture

Coloring Sheet

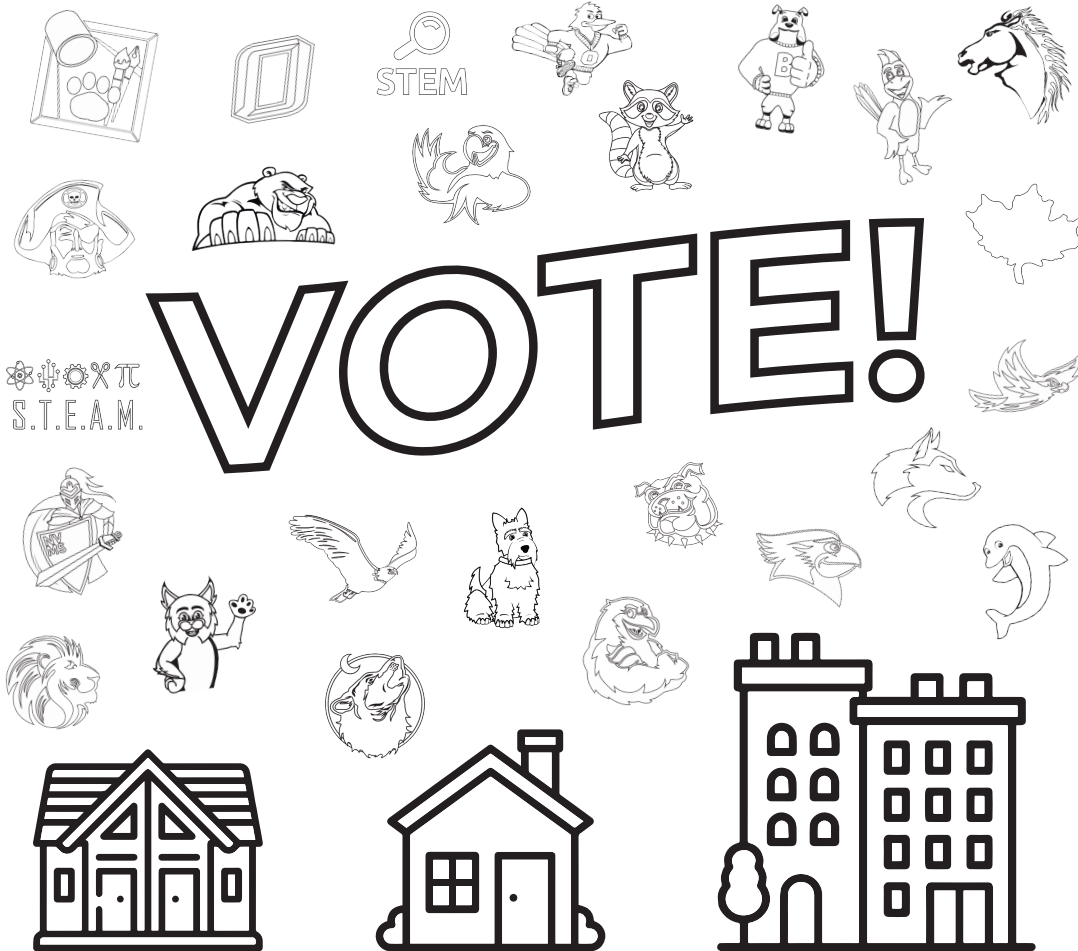


OSSEO AREA SCHOOLS

ISD  279

Vote on or before Nov. 7, 2023

The community is being asked to weigh in on critical school building needs. If approved, it would provide learning spaces that are secure, modern and structured to best equip students for tomorrow. The cost of this is **less than \$7/month** for the average-value home in our district. Get informed and vote! Find out more at district279.org/betterfuture



S.T.E.A.M.

Prepared and paid for by Osseo Area Schools. Not circulated on behalf of any candidate or ballot question.

Livestream Screens

OSSEO AREA SCHOOLS
ISD 279

Phase II: Equip Students for Tomorrow

This final phase of *Building a Better Future* meets the overall needs of our schools for the foreseeable future – equipping students with what they need to succeed both today and for many years to come.

Find out more at district279.org/BetterFuture

October 11
Maple Grove Senior High School



EARLY OR ON
NOV. 7, 2023



OSSEO AREA SCHOOLS
ISD 279

Phase II: Equip Students for Tomorrow

This final phase of *Building a Better Future* meets the overall needs of our schools for the foreseeable future – equipping students with what they need to succeed both today and for many years to come.

Find out more at district279.org/BetterFuture

October 3
Osseo Senior High School



EARLY OR ON
NOV. 7, 2023



OSSEO AREA SCHOOLS
ISD 279

Phase II: Equip Students for Tomorrow

This final phase of *Building a Better Future* meets the overall needs of our schools for the foreseeable future – equipping students with what they need to succeed both today and for many years to come.

Find out more at district279.org/BetterFuture

September 19
Park Center Senior High School



EARLY OR ON
NOV. 7, 2023





Email Signature Template

Copy and paste information below:

<<Name>>

<<Title>>

Osseo Area Schools

Office: 763-000-0000 x00000

District279.org

Our mission is to inspire and prepare each and every scholar with the confidence, courage and competence to achieve their dreams; contribute to community; and engage in a lifetime of learning.

Get informed! Details on the upcoming *Building a Better Future, Phase II* referendum that focuses on school building needs with regard to safety, learning and space can be found at district279.org/BetterFuture.



Reflection

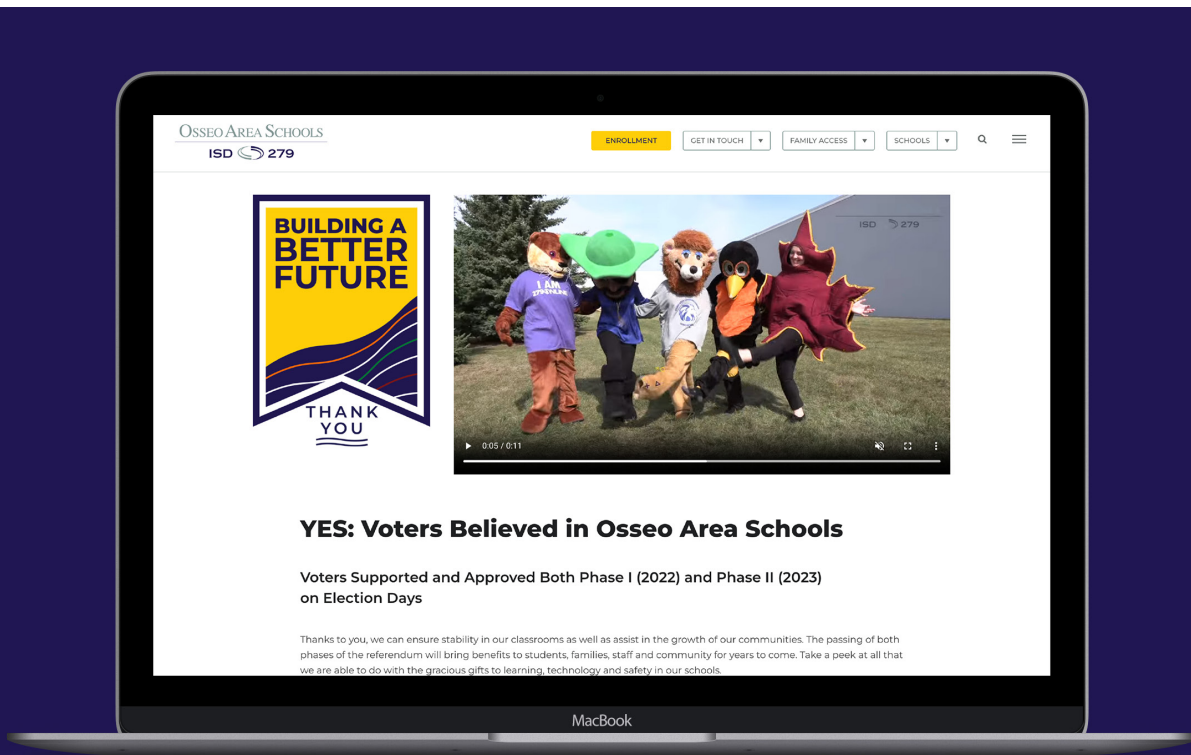
This project's success was the culmination of years of research, engagement, and perhaps most importantly, teamwork.



The campaign for *Phase II* built on several successful aspects of the *Phase I* campaign, but not without working through some significant changes and challenges. In addition to the natural increase in public scrutiny faced in the second consecutive year of referendums, the district also had to navigate a change in public perception following 2023 funding received from the Minnesota legislature that was commonly deemed “historic” throughout the mainstream media.

Utilizing an energetic all-staff kickoff event in late August and leaning into the charismatic leadership of a new superintendent, Osseo Area Schools was able to generate buy-in at the early stages from the most important ambassadors. That buy-in, and those ambassadors, guided by the leadership of district administration and the public relations team, carried *Phase II* of *Building a Better Future* through to the finish line. The results will ensure high-quality learning environments for all Osseo Area Schools students for decades.

Kay Villella, APR, Executive Director, School/Community Relations shares: “We're grateful that we were able to build a campaign on mutual trust — trust that our families have in Osseo Area Schools and the trust that Osseo Area Schools has in our families and our community. From the results a year prior, we knew that by empowering our community with clear, accurate and transparent information, we would garner the support needed to continue the equitable support that our scholars require and deserve.”



district279.org/betterfuture