

# *Glassboro Public Schools*



## **MEMO**

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To: Mark Silverstein

From: Michael Sloan

Date: February 19, 2025

Re: Recommendation – Referendum Communication Services

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Recommend Board approval of the Glassboro Public Schools Bond Referendum Communications Proposal between Laura Bishop Communications, LLC and The Glassboro Board of Education to provide referendum communications services for the upcoming referendum. Referendum communication services costs are not to exceed \$50,000.00 and Professional Video Production costs are not to exceed \$20,000.00.



**Glassboro Public Schools  
Bond Referendum Communications Proposal  
January 13, 2025**



**Prepared for:**  
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## ABOUT LAURA BISHOP COMMUNICATIONS

Laura Bishop Communications (LBC) has deep and broad roots in the education field, with public schools comprising more than half our clients. LBC's experience in bond referenda is unmatched in New Jersey. We have completed more than 65 communications campaigns that have secured state aid and collectively driven more than \$1.5 billion into school improvements.

Regardless of the size of the district or the scope of the proposed projects, a bond referendum requires subject matter knowledge, specific skills, and many hours to educate constituents. LBC understands the nuances, partners with other professionals, and as an integral member of each district's team, develops a customized, comprehensive campaign to engage and inform its community and voters.

The following proposal includes the full scope of LBC's referendum communications services. Together we will select the strategies and tactics to meet the needs of Glassboro Public Schools and its community.

## GOAL

The administration and Board of Education of Glassboro Public Schools seeks to inform, communicate with, and actively engage the community through a communications campaign for a bond referendum.

## STRATEGIES

LBC will work with the district to identify the right mix of strategies, within the proposed budget, to engage the community of Glassboro, such as:

- Explaining the district's needs and telling its stories with facts and language that resonate with residents. Outlining the specific details and costs about the projects and explaining the referendum process and nuances to the community in **everyday language**.
- Writing **copy and designing graphics** as we work together to develop clear, succinct, engaging and informative communications for multiple media.
- **Building a referendum-specific website** to include details about the use of a referendum as a fiscally responsible tool; a breakdown of proposed improvements with a focus on how they would benefit students, staff and the community; voting information; and tax implications. A typical site includes informative text, graphics, video and detailed FAQs that are periodically updated based on specific questions posed by the community.
- Producing **engaging video** to post on the website as well as excerpt and share via social media. Video satisfies modern expectations for multimedia content, and supports and elevates written communication and one-to-one discussions with voters.

- Leveraging the district's existing **Referendum Communications Committee**, whose members will be asked to provide input and community feedback on messaging and participate in grassroots outreach. LBC will meet with the committee to offer voter engagement guidance and access to informational materials that may include [flyers](#), [business cards with a QR code pointing to the website](#), [a roll-up banner](#), and [door hangers](#). Notably, the committee will help to identify/respond to questions and concerns of voters, and correct misinformation.
- Developing a **Virtual Forum and/or In-Person Event** to give residents the opportunity to ask questions and enhance their understanding of the referendum.

Forums and in-person events are customized by the LBC team and conducted with district administrators, staff, and professional consultants. LBC will set the framework, prepare speakers (administrators, staff, architects, bond counsel, financial advisors, etc.), write scripts/talking points, create visuals to complement key information, and coordinate behind the scenes to answer attendees' questions.

- LBC's signature **Virtual Forums**, borne of the pandemic, garnered an impressively high level of public attendance and interaction. A Virtual Forum can be recorded, posted on a website, and shared via social media. We liken these online events to a live talk show, complete with a Q&A portion.
- **An in-person forum or building tour(s)** can give community members a chance to visit the schools, see the facilities and the areas where upgrades are proposed, and receive fact-based flyers. While a picture can express 1,000 words, tours and one-to-one discussions with professionals can go even further toward demonstrating the need to renovate an old building, or replace aging or obsolete systems.
- Coordinating **proactive outreach** to alumni, including current Rowan students; community groups, businesses, and traditional news media to ensure that campaign information reaches non-parents; an informational mailer could be sent to all residences.
- **Engaging voters** so they understand their important role in this bond referendum before receiving mail-in ballots or going to the polls. Every one of them should believe that every vote counts – *his or her vote counts*.

***\* All messaging – written and verbal – will be designed to inform, engage, and encourage participation, without asking voters to support or oppose the referendum.***

## TOOLS

LBC will work with the district to identify tools that will reach voters within the referendum communications budget, which may include:

- Website with comprehensive FAQs and other material to be “the” source of accurate, complete information.
- Collateral materials that may include one or two flyers/fact sheets, a newsletter and a postcard, based on the district’s preferences and budget.
- Video and other media for virtual presentations.
- Social media strategy, messages and campaigns.
- On-site or web-streamed opportunities for residents to engage in Q&A.
- Get Out the Vote giveaways to motivate residents to learn more and to vote, which in turn boosts school and community pride.

## FEES

### Referendum Communications

- \$45,000 - \$50,000

Fees for professional photography/videography and translation services, expenses for printing, mailing, overnight deliveries and promotional materials must be pre-approved by the client and will be billed separately.

Giveaways can include car magnets, rally towels, single-use coffee cup sleeves, and other vote reminders. Sometimes these elements are singularly focused on the referendum date, while other times they are a more general expression of community pride. **Costs for giveaways vary based on product and quantity.**

### Professional Video Production

- \$15,000 - \$20,000

*Video production fees are inclusive, including script writing, prepping, and coaching district “talent” for on-camera appearances, advance and on-site coordination with the district and video production company, and coordinating editing.*

## **CLOSING**

It would be a privilege to work with the Glassboro Public Schools team to develop and implement a bond referendum communications program that reflects the district's strengths and promising future!

Thank you for this opportunity!