



*A Community of Learners*

## **Informational Memo: Referendum Communication (Winter/Spring 2019)**

TO: School Board  
Superintendent Kocanda

FROM: Kate Hughes, Communications & Community Relations Coordinator

February 26, 2019

### **Background & Overview**

Following Board approval of the \$90.6M resolution for an April 2, 2019 referendum, the District launched a broad communication plan to disseminate factual information and provide learning opportunities for all community members.

### **Key communication activities this month:**

- A Fact Sheet with comprehensive information was mailed to the entire Winnetka community in early February 2019. It was also distributed to staff, and is available at all District 36 schools. The Fact Sheet is [here](#).
- Four School Fact Sheets (Crow Island, Greeley, Hubbard Woods, and Skokie/Washburne) were designed and printed and are available with details on proposed projects, Conceptual Site Plans, a preliminary Design & Construction Timeline, and school specific FAQ's [here](#).
- A [referendum webpage](#) is regularly updated. A [direct link to FAQs](#) (developed to address themes in questions received via a dedicated email for Referendum questions-ref2019@winnetka36.org-as well as at Informational Sessions) was launched and was updated on February 8 and February 18.

- D36 Administrators shared factual information with community members at the following outreach events with total participants ~132
  - February 5, 8, 13, and 22, Meetings and School Tours with the League of Women Voters
  - February 12, Chamber of Commerce Board of Directors Meeting presentation
  - February 13, PTO Kindergarten Committee
  - February 14, Winnetka Public School Nursery presentation
  - February 20, Informational Session at Crow Island
  - February 21, Winnetka-Northfield Rotary presentation
  - February 25, Informational Session at Greeley
- The Village shared information on upcoming information sessions in their newsletter on February 22.

### **Next Steps**

- A newsletter will be sent to the entire Winnetka community in early March
- A postcard will be sent to the entire Winnetka community in mid-March
- Dr. Kocanda, Mr. Goldstein, and a School Board Member will host three opportunities for individual appointments on February 27, March 6 and March 13
- School Tours will be held on the following dates:
  - *Tuesday, March 5, 4:00-5:00 p.m., Crow Island*
  - *Wednesday, March 6, 4:00-5:00 p.m., Carleton Washburne*
- Informational Sessions will be held on the following dates:
  - *Monday, March 18, 6:30-8:00 p.m., Carleton Washburne*
  - *Thursday, March 21, 6:30-8:00 p.m., Crow Island*

### **Attachments**

[Fact Sheet](#)

[School Fact Sheets](#)

[Communications Plan](#)