



Building Trust, Building Schools: Strengthening Community Partnerships for Bond Initiatives

LEARNING OBJECTIVES

- Identify effective strategies for engaging diverse community stakeholders in the long-term facility planning and bond development process.
- Analyze real-world examples from superintendents and district administrators on how to build trust, navigate challenges, and foster transparency in bond elections.
- Evaluate the role of architectural partners in supporting districts with data-driven planning, facility assessments, and communication tools that increase the likelihood of bond success.
- Participants will hear directly from educators with past partnership experience on successful practices and pitfalls to avoid.

TEAM



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WILLISTON BASIN SCHOOL DISTRICT #7
5 TAXPAYER IMPACT
STATION

HOME

OF THE

COYOTE

The Current Landscape — and How We Communicate Through It

CURRENT LANDSCAPE

Increased financial pressures

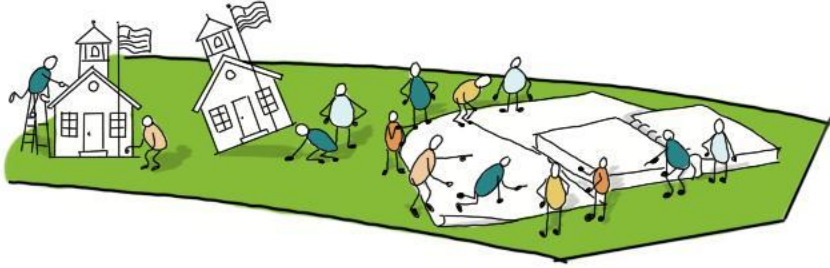
Political and community polarization

Higher expectations for transparency

Aging facilities and shifting enrollment patterns

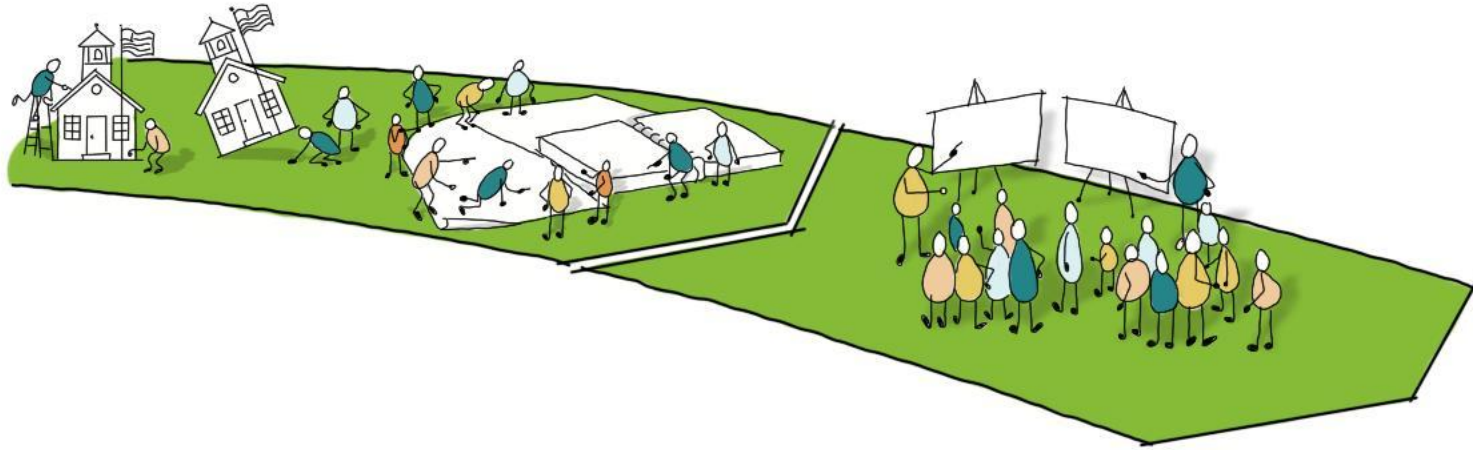


4-STEP FRAMEWORK



Step 1: Start with data & assessment

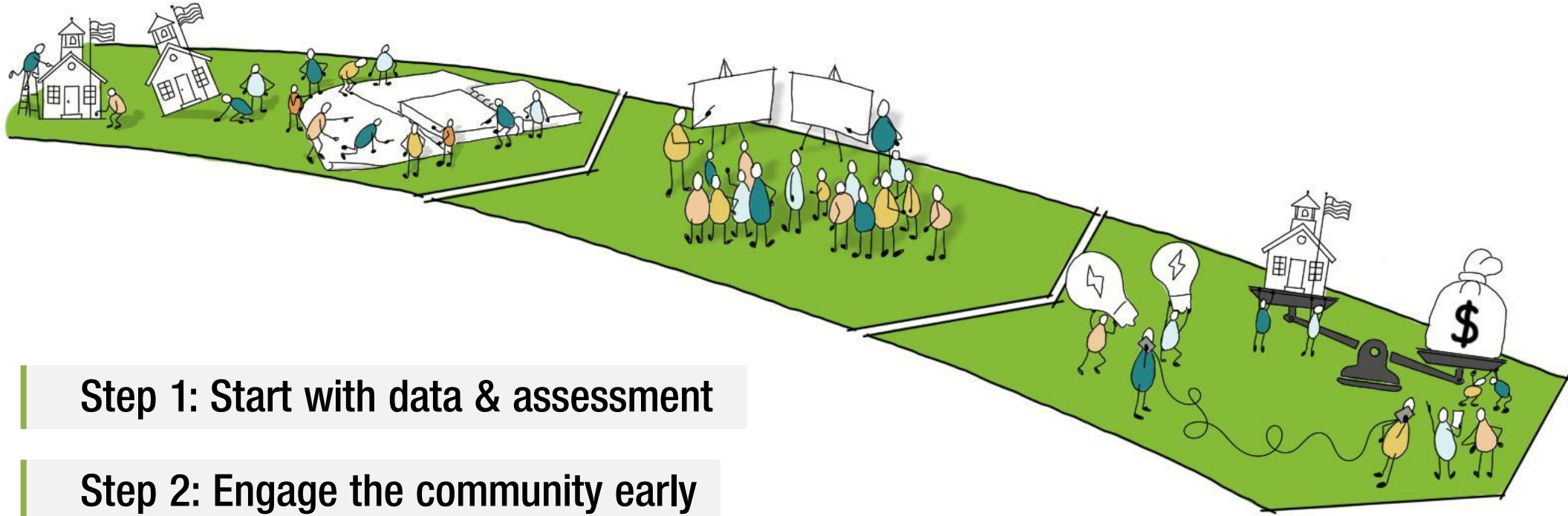
4-STEP FRAMEWORK



Step 1: Start with data & assessment

Step 2: Engage the community early

4-STEP FRAMEWORK

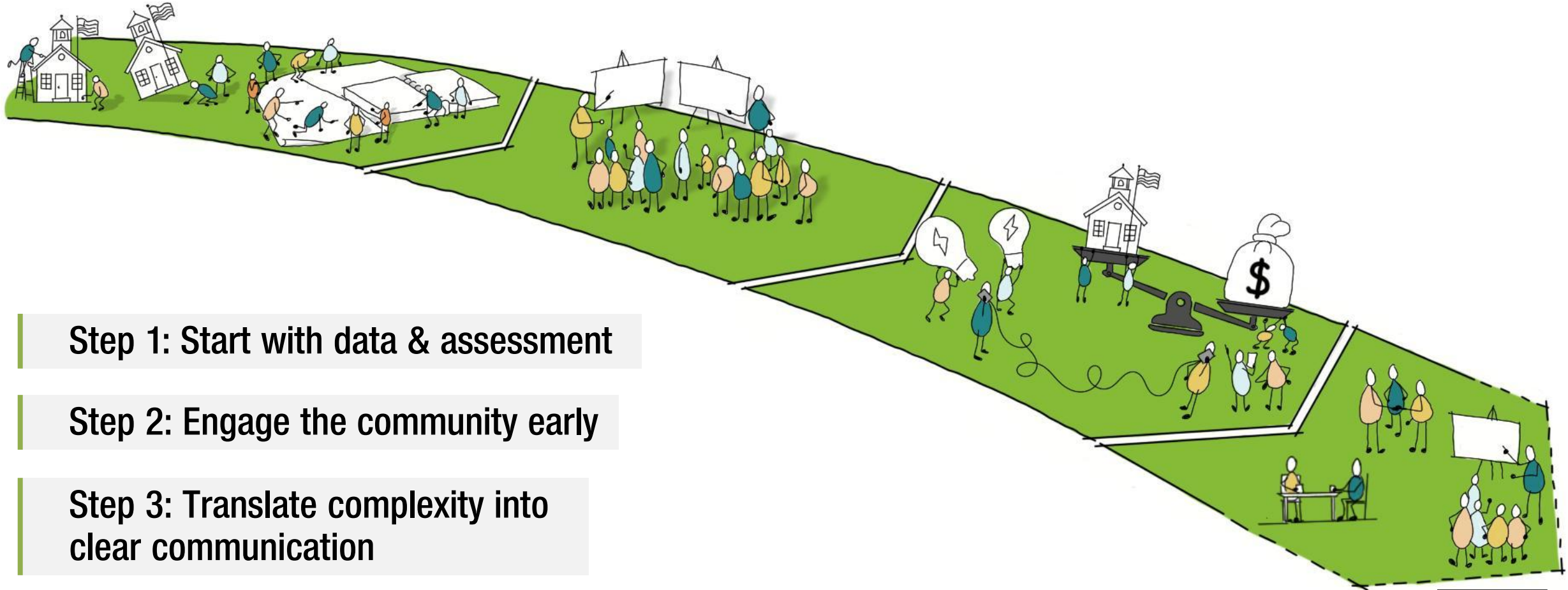


Step 1: Start with data & assessment

Step 2: Engage the community early

**Step 3: Translate complexity into
clear communication**

4-STEP FRAMEWORK



Step 1: Start with data & assessment

Step 2: Engage the community early

Step 3: Translate complexity into clear communication

Step 4: Build long-term trust



Leading Through It: A Panel on Experience and Action

When you think about successful bond elections, what's the single most important factor in building community trust before you ever ask voters for support?

Many districts begin with a facilities need, but the community sees a tax question. How do you bridge that gap and frame the conversation around student impact instead of cost?

How do you ensure that engagement efforts include voices that don't typically attend meetings or participate in surveys?

**Communication around facilities and bonds
can get complicated quickly.**

**How do you simplify complex information –
like facility assessments or demographic
projections – so the public understands the
need?**

**How do you respond when
misinformation or misconceptions about
a bond proposal start circulating in the
community?**

Looking back on your project, is there anything you would approach differently in how you worked with your architectural partner?

TAKEAWAYS

Start with credible data and facility assessments

Engage the community early, not after decisions are made

Communicate complex information simply and transparently

Build long-term trust, not short-term campaigns



THANK YOU!