

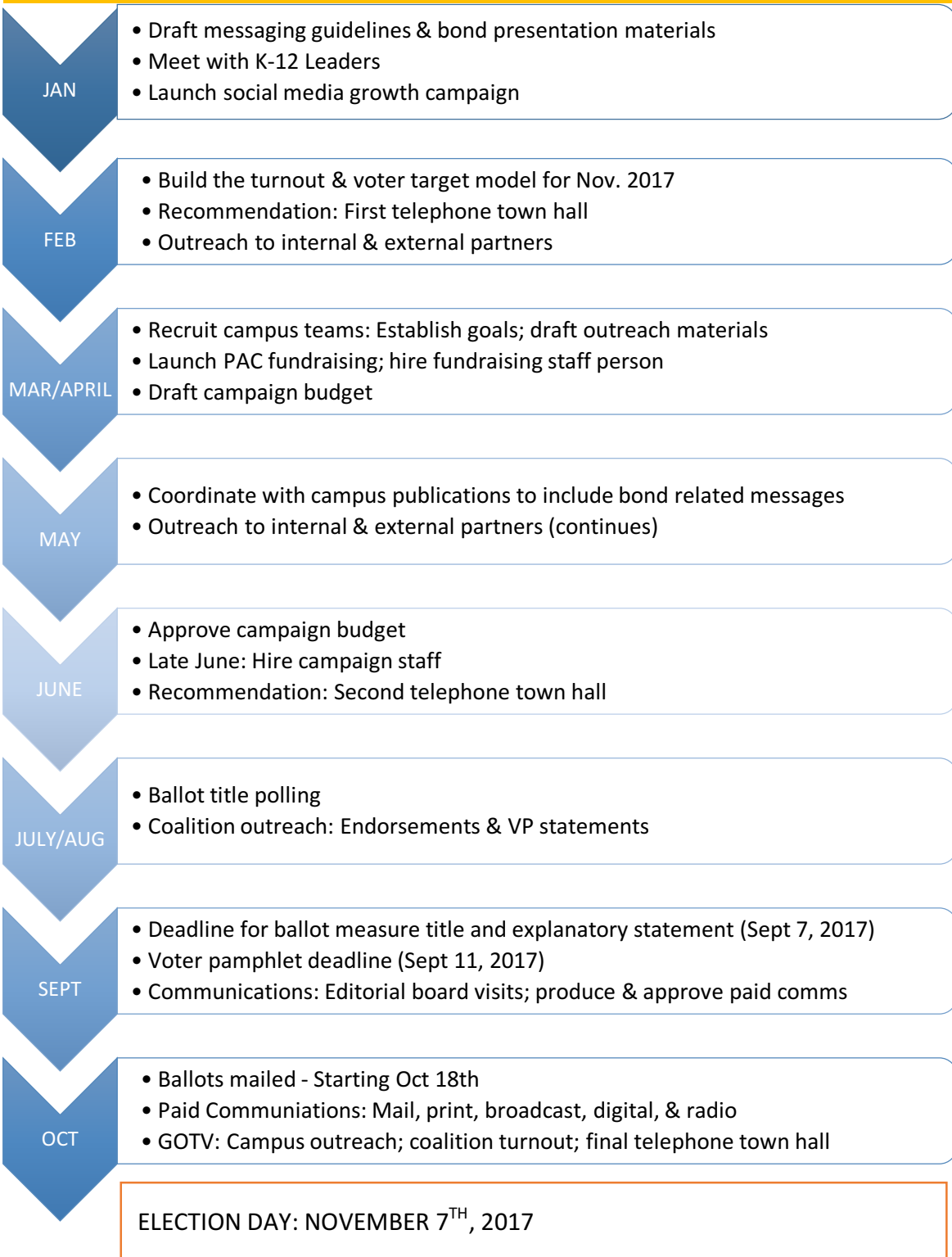
PORTLAND COMMUNITY COLLEGE: 2017 BOND CAMPAIGN



WHEELHOUSE NW | 510 SW 3RD #206, PORTLAND, OR 97204

CAMPAIGN TIMELINE: 2017

Key Dates



PUBLIC OPINION AND VOTER RESEARCH

The August 2016 public opinion survey serves as a baseline assessment of voter attitudes and beliefs regarding PCC, its connection and impact on the community, as well as support for a future bond campaign. There were several key takeaways from that survey:

- ✓ PCC enjoys broad public support (3 out of 4 voters have a *favorable* opinion) yet there is room to grow the intensity of support (1 out of 3 voters have a *very favorable* opinion).
- ✓ Voters hold positive perceptions about PCC's role in providing affordable, accessible, education and job training. There is an important linkage with PCC and the larger economic forces – high cost of living, connection to local employers, shortage of skilled workers.
- ✓ Overall support for a bond renewal stands at 64%. PCC's base supporters include current/former students (81% support), PCC family (76% support) and voters under 50 (78% support).

RESEARCH RECOMMENDATIONS

1. Voter opinion research – survey conducted in fall 2016 will serve as the baseline for communications and voter targeting decisions.

2. Building the electorate - update the turnout model for a November 2017 election.

- ✓ Incorporate information regarding the performance of newly registered voters (Motor Voters) gleaned from the November 2016 general election.

Key Dates:

- Building the electorate – Feb 2017
- Ballot title research – July /Aug 2017

3. Test ballot titles - a short survey of likely voters to test specific ballot language.

COMMUNICATIONS

Develop talking points and communication guidelines incorporating the messages demonstrated to drive public support for PCC. The messaging guide should be distributed to all PCC board, executive staff, and staff with communications responsibilities.

- Where possible, incorporate key messages into college publications and earned media talking points (print, email, web, speeches).
- Grow PCC's social media presence.

Growing the PCC social media audience is an investment with long-term benefits.

➤ 2/3rds of Facebook users and 44% of *all* U.S. adults get news via Facebook

- FB Goals - grow audience from 12,600 to 50,000 while maintaining a high engagement rate. Focus of audience growth should be on current and former students, community leaders, educators throughout the district, and voters under 50.
- Twitter & Instagram goals – grow audience by 35-45% with a focus on current and former students.
- Social Media – early focus of paid social media should be on audience growth with bond related digital ads starting in September 2017.
- Traditional media – radio ads and ads in local print publications starting in mid-to late-September 2017.

Key Dates

- Launch Social Media Audience Growth Campaign – Jan. 2017
- Draft and Distribute Messaging Guidelines – Feb. 2017
- Voter Pamphlet – Deadline Sept. 11th 2017, Draft & Outreach July/Aug. 2017
- Editorial Board Visits – Sept. 2017
- Traditional Paid Media (print & radio) – Oct. & Nov. 2017

OUTREACH & ENGAGEMENT

Outreach to key internal and external stakeholders should start as early as February 2017. The priority should be to focus on those who are most likely to have an active role in the bond measure campaign.

- Meet with leaders from K-12s in PCC's district to talk about PCC's bond renewal plan and gather information on plans for K-12 bond campaign(s).
- Outreach to internal stakeholders. Prepare a presentation covering basic information about how bond funds will be used and how best to talk about the bond campaign.
- Brief key partners (supporters, community leaders, elected officials). Create and deliver a presentation highlighting PCC's strong favorability ratings and framing the short and long term goals of a bond campaign. The primary goal is to secure early commitments and address any concerns and/or questions that could be raised by proponents or opponents.
 - ✓ External outreach team should start meeting with community partners, potential supporters, business and elected leaders throughout the district as early as March 2017.
- Building the team. Campus and center-based teams of faculty, staff, students who will help coordinate internal outreach and student engagement. Suggested activities and responsibilities of the campus and center-based teams include the following:
 - ✓ Coordinate campus/center-wide information sessions. (Early May.)
 - ✓ Coordinate bond renewal information session for local community and campus stakeholders. (Sept. & Oct.)
 - ✓ Implement a campus/center-wide voter education and awareness campaign. (Sept. – Nov.)
 - ✓ GOTV – turn out the vote on campus and the surrounding community. (Oct. – Nov.)

These groups should have an initial meeting in March for a briefing on bond polling and discussion of campus-wide goals and strategies.

KEY SUPPORTER ENGAGEMENT

- Proposal: Host a series of three telephone town halls with a select group of likely supporters. The town halls would feature President Mark Mitsui and invited guests to speak about issues that tie PCC to the broader community. For example, college access

and affordability town hall would highlight how PCC is preparing students with the essential skills necessary to get the good paying jobs necessary to afford Portland's high cost of living.

Telephone town halls are a great way to make a direct connection with potential supporters in a forum that allows moderated Q&A, audience feedback and participation through push button polling. Telephone town halls also provide an opportunity for list development.

Target audience size: 60,000 – 80,000 people

Audience demographics: Current and/or former PCC students, PCC family, staff, public school educators, NAV and Ds under 50.

EXTERNAL CAMPAIGN

The voter research and analysis of voter turnout will help inform the creation of the campaign budget and fundraising plan. The final plans should be presented and approved by March/April.

The deadline for filing the ballot measure title and explanatory statements will be early September 2017. Voter contact will be the single largest budget item for the external campaign. Analysis of the November 2017 electorate must be completed before a comprehensive budget can be drafted. In the meantime, these rough estimates of the major voter communication tools can serve as an early planning guideline.

- Paid Mail, 2-4 mail pieces: \$185,000 - \$275,000
- Paid Media, broadcast, print, radio: \$200,000 - \$260,000
- New Media, digital ads: \$60,000 - \$85,000

Vote Yes Campaign: Key Dates 2017

- Launch fundraising – April/May
- Hire campaign staff – Fundraiser (May) Manager (Mid-June)
- Open Political Action Campaign – April
- Ballot title polling– July/Aug.
- Voter pamphlet – Deadline Sept. 11th, Prep statements – July/Aug.
- Editorial board visits – Early to mid-Sept.
- Paid voter contact (print, broadcast, radio, mail) – Oct. & Nov.

PCC Board of Directors: Leadership and Engagement

Portland Community College Board of Directors, as the elected leaders and public facing voice of the college, have an important role to play in building a winning bond campaign. The board is charged with approving the scope and scale of the bond measure as well as approving the official ballot title and explanatory statement. Traditionally, the Board of Directors has established a campaign committee to oversee board-led fundraising and stakeholder engagement. Typically, the committee would also nominate someone to serve as the PAC Director.

- **Recommended activities and leadership opportunities for the board bond committee.**
 - **Stakeholder Outreach**
 - Meet with community leaders within each district including elected officials, education advocates, and business leaders. Meetings should start as early as **March/April** for top tier stakeholders.
 - Participate in community forums educating voters on the bond measure. **(Sept – Nov.)**
 - **Fundraising**
 - Direct campaign staff to open a Political Action Committee, appoint a PAC Director. **(April)**
 - Approve the fundraising plan. **(March/April)**
 - Meet with major donors. **(Starting April/May, aim for meeting funding raising goal by mid-Sept.)**
 - **Ballot Language**
 - Draft ballot title and explanatory statement for the ballot. Deadline for submission to elections officials is **Sept. 7th**.
 - Submit voter pamphlet statement(s). Deadline for submission to elections officials is **Sept. 11th**.