

2018 BOND PROGRAM COMMUNICATIONS UPDATE

CAPITAL ASSET ADVISORY COMMITTEE

NOVEMBER 2020

COMPLETED WORK:

- Warren Tech South Groundbreaking
 - Streamed live on Facebook
 - Story and video posted and shared- [Warren Tech South Groundbreaking story](#)
- Wayne Carle Groundbreaking
 - Streamed live on Facebook
 - Video produced and shared - [Wayne Carle Groundbreaking Video](#)
- Wilmot Ribbon Cutting
 - Streamed live on Facebook
 - Video and story posted and shared - [Wilmot Ribbon Cutting story](#)
- Supporting staff in creating [board presentation and video](#) to highlight our work across the district

Website analytics:

Jeffcobuilds.org and all pages with "jeffco builds" in the URL (ie sub-pages)

Jeffco Builds page performance	Page views	Unique page views
September 2020	2,290	1,863
October 2020	2,890	2,523
% change	26% increase	35% increase

UPCOMING WORK:

- Jefferson H.S. groundbreaking - Friday, Nov. 6
 - We will livestream on Facebook
- Updating flipbook with additional financial information
- Organizing board site tours
- Organizing and scheduling additional events
- Supporting schools in ongoing bond communications support

