

2018 BOND PROGRAM COMMUNICATIONS UPDATE CAPITAL ASSET ADVISORY COMMITTEE JANUARY 2020

COMPLETED WORK:

- Wrote and published year in review piece:
 - Shared in Dec. Chalk talk and posted on Jeffcobuilds.org
- Launched all articulation pages
- Held Kendrick Lakes Groundbreaking event
 - Media Coverage: [CBS Channel 4](#)
- Supported the team in Dec. 9 stocktake presentation

Website analytics:

Dates: Dec. 5 - Jan. 7

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

Pageviews: 2,023

Unique page views: 1,547

UPCOMING WORK:

- Finishing tool-kit for school leaders
- Plan upcoming celebratory events for big construction projects
- Switching out featured projects on Jeffcobuilds homepage
- Adding featured projects and highlights to articulation pages

