



S360 Bond and Levy Practice: What People Are Saying

Strategies 360 has the expertise needed to help school districts engage and inform communities about the need for capital bonds and school levies. And S360 is honored to help citizen campaigns launch grass roots efforts, innovative strategies, and targeted outreach to win ballot measures.

Congratulations to our district and citizen partners on their bond and levy wins. Want to know what it's like to work with Strategies 360? We are proud of our endorsements from both superintendents and citizen campaign leaders.

Highline Public Schools

November 2016

S360 started working with Highline after their two bond failures. We launched our three-tier approach to bond prep in the year leading up to a vote—public opinion research, communications audit and developing a strategic communications and engagement plan.

“Strategies 360 has the expertise and proven track record of successfully helping school districts pass bonds and levies. They truly partner with their clients to ensure success.”

—Dr. Susan Enfield, Superintendent of Highline Public Schools

Highline Public Schools

Then, we worked with the citizen committee, developing and helping implement a campaign strategy that included conducting electoral and public opinion research. Voters approved the bond measure in November 2016 with more than 66 percent of the vote.

“When you are given a volunteer position with an incredible amount of responsibility you might begin to realize doing a political campaign is not your skillset. I must say thank goodness for S360 and Karen Waters, because that is their skillset and because of their support, knowledge and leadership we successfully passed our bond after two previous failures. I would recommend them to any organization which needs knowledge, skills and materials to run a successful campaign.”

—Chuck Tuman, co-chair of the YES for Highline citizens committee

Everett Public Schools

April 2016

After back-to-back bond failures in 2014, S360 was hired and led public opinion research, conducted a communications audit and developed a strategic engagement plan with messaging. Voters approved both the bond and levy on April 26, 2016.

“Strategies 360 staff contributed immeasurably to our success in engaging our community to help our board and leadership develop capital bond priorities that reflected our citizens’ priorities. The Strategies 360 team’s superior expertise and ability to deliver research-based strategies grounded in reliable data about our parents’ and patrons’ views was essential in creating a strong information base for quality communications design and decision-making.”

—Dr. Gary Cohn, Superintendent of Everett Public Schools

Citizens for Everett Public Schools

S360 also created the campaign strategy for the citizen campaign, as well as weekly digital media efforts.

“Strategies 360 guided us through a successful and succinct school bond and levy campaign after a previous loss. Their public opinion research and voter data analysis helped define a strategic campaign plan that was targeted and cost-effective. Their expertise in crafting effective messaging and executing a robust digital media effort helped us reach deeper into our community and create positive voter turnout. It was a valuable partnership that delivered results.”

—Caroline Mason, chair of Citizens for Everett Public Schools

Lake Washington School District

April 2016

After failing two bonds in 2014, S360 was hired and conducted public opinion research and developed a detailed year-long communication plan focused on facilities messaging and engagement. S360 also implemented a digital media strategy to inform the community about the bond.

“The Strategies 360 team has provided Lake Washington School District (LWSD) with invaluable communications consultation, planning, and support. Their collaborative, innovative approaches get results! We continue to find them to be an effective partner for LWSD.”

–Dr. Traci Pierce, Superintendent for Lake Washington School District

Lake Washington Citizen Levy Committee

S360 developed and implemented a campaign strategy that included research-based messaging, media relations and targeted precinct engagement. It was the first bond approved for LWSD in 10 years, with more than 65 percent of the vote.

“As with everything new, we were nervous about hiring a consultant. Every single volunteer felt that S360 was the best thing we did for our very successful bond campaign. We all felt that Strategies 360 did all the hard work - our volunteers provided boots on the ground and executed the plan. I believe our success was partly due to the message created by S360 was one that every single person stuck to. Karen helped make sure we didn't stray. They listened and incorporated our ideas and suggestions. Karen Waters and Lesley Rogers were fabulous to work with.”

–Jackie Pendergrass, Lake Washington Citizen Levy Committee chair

Hockinson School District

February 2015

S360 worked with this rural school district to develop and implement a communications, outreach and digital media effort to educate and involve the community on facility needs. Voters approved a Feb. 2015 bond by more than 63 percent.

“Karen Waters and Strategies 360 provided essential marketing information that allowed our group, Hockinson Citizens for Better Schools Committee, to target our campaign efforts in passing the 2015 Bond request necessary to build a new Hockinson Middle School and provide needed improvements to Hockinson High School. Karen was efficient, reliable and fulfilled her commitments in a way that engaged and motivated us.”

–Terry Finklein, chair of the Hockinson Citizens Committee



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