

# 2018 BOND PROGRAM COMMUNICATIONS UPDATE

## CAPITAL ASSET ADVISORY COMMITTEE

### OCTOBER 2020

**COMPLETED WORK:**

- Created short site visit vignette videos to show progress of construction projects:
  - Sharing videos on social media - [Furniture Installation Updates](#)
  - Also posted as a story on Jeffco Builds website
- Produced groundbreaking at Bell Middle School (Sept. 30th)
  - Video to be produced and on Facebook Live
- Helped produce [Look What You Bought: Part Seven](#)
  - Story posted on Jeffco Builds website

**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
<b>August 2020</b>	2,362	2,034
<b>September 2020</b>	2,290	1,863
<b>% change</b>	3% decrease	8% decrease

**UPCOMING WORK:**

- Warren Tech South groundbreaking:
  - Oct. 7th - will be sure to send invite out to CAAC
- Jefferson H.S. groundbreaking
- Wilmot ribbon cutting
- Board site tour
- Supporting schools with communications needs:
  - Green Gables & Wayne Carle

