

2018 BOND PROGRAM COMMUNICATIONS UPDATE

CAPITAL ASSET ADVISORY COMMITTEE

AUGUST 2020

COMPLETED WORK:

- Created short site visit vignette videos to show progress of construction projects:
 - Sharing videos on social media - [Columbine Construction Video](#)
- Continued production of bond signs
- Worked with Denver 7 on [Bond Construction Update story](#)
- Sharing summer construction updates on Jeffco social media channels to keep the community informed of summer progress

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
June 2020	1,860	766
July 2020	2,524	2,147
% change	36% increase	180% increase

UPCOMING WORK:

- Planning Warren Tech South news story and pitch:
 - Announcing program names
 - Sharing updated renderings
 - Interviews with teachers and principal who will be at Warren Tech South
- Planning site tours of current construction projects for more short vignette videos
- Continued social media coverage of completed projects
- Pitching stories to press to tour completed projects

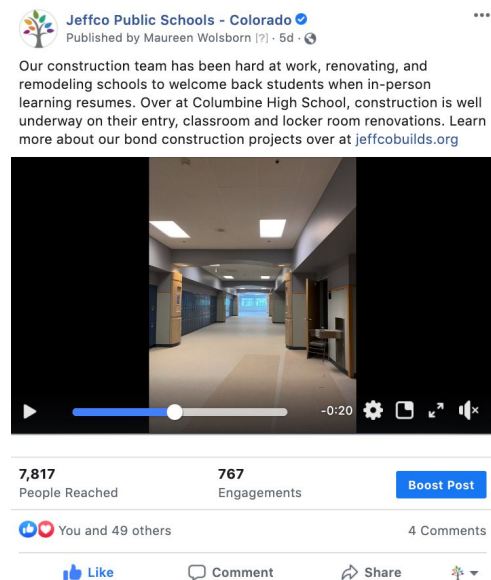


Jeffco Public Schools - Colorado
Published by Maureen Wolsborn [?] · 1d · 🌐

Did you know that many of our #jeffcobuilds projects are started and completed during summer break? These summer wonders are happening all over the district and our construction team is hard at work at eight of our elementary schools - transforming their old playgrounds into colorful, bright, and engaging places to play. These amazing playground transformations will be ready to welcome back students once in-person learning resumes at Allendale Elementary, Stott Elementary School, Vanderhoof Elementary School, Kendallvue Elementary School, Stony Creek Elementary School, Westridge Elementary School, Sheridan Green Elementary School, and Fletcher Miller School. Stay up to date with all of our construction projects and work happening this summer over at [jeffcobuilds.org](#).

10,158 People Reached 2,596 Engagements [Boost Post](#)

30 Comments 5 Shares



Jeffco Public Schools - Colorado
Published by Maureen Wolsborn [?] · 5d · 🌐

Our construction team has been hard at work, renovating, and remodeling schools to welcome back students when in-person learning resumes. Over at Columbine High School, construction is well underway on their entry, classroom and locker room renovations. Learn more about our bond construction projects over at [jeffcobuilds.org](#)

7,817 People Reached 767 Engagements [Boost Post](#)

You and 49 others 4 Comments

[Like](#) [Comment](#) [Share](#)