

2018 BOND PROGRAM COMMUNICATIONS UPDATE

CAPITAL ASSET ADVISORY COMMITTEE

SEPTEMBER 2020



COMPLETED WORK:

- Created short site visit vignette videos to show progress of construction projects:
 - Sharing videos on social media
 - [Conifer High School Construction Tour](#)
 - [Alameda High School Construction Tour](#)
- Worked with our videographer to produce [Arvada Ribbon Cutting Video](#)
- Sharing summer construction updates on Jeffco social media channels to keep the community informed of summer progress.

*And we won a Golden achievement award from the [National School Public Relations Association](#) for *Jeffco Builds: A Bond Communications Program!*

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
July 2020	2,524	2,147
August 2020	2,362	2,034
% change	6% decrease	5% decrease

UPCOMING WORK:

- Working with our videographer to produce another installment of "Look What You Bought" featuring Columbine, West Jeff and Stober projects.
- Planning Warren Tech South press release and pitch (anticipated release date is Sept. 2):
 - Announcing program names
 - Sharing updated renderings
- Continuing 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 - focusing Sept. pitches on all of our furniture installations.

