

TROY



BOND 2022



PREPARING FOR TOMORROW

Gold Medallion Entry—Bond/Finance Campaign Troy School District

Pre-K-12 school district • 12,485 students

3 full-time, 3 part-time communication staff

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SYNOPSIS

The Troy School District is made up of 21 high-performing schools in Oakland County, Michigan, approximately sixteen miles northwest of Detroit. The TSD is ranked 2nd in Michigan with 8 of the top 25 elementary schools statewide. Athens, Troy High and the International Academy East are ranked in the top 4% of high schools nationwide by Newsweek. Realtors report that the reputation of the TSD is the primary reason for relocation from across the globe.

The quality of school buildings in the TSD does not match the quality of instruction inside, however. Infrastructure is aging, with an average building age of 48 years old. There are major structural issues, leaking roofs, rusted doors and failing boilers. Many schools have no natural light, with a rigid physical layout that limits collaboration and creativity. Updates to the schools are long overdue.



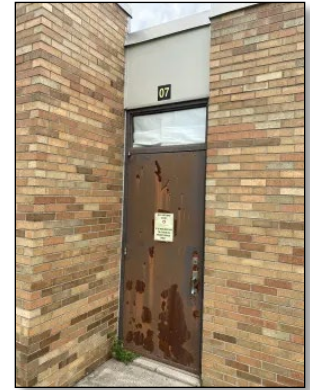
But these deficiencies also brought opportunity—since a major investment was needed to address infrastructure issues, this was an optimal time to redesign learning spaces to reflect the way students learn today—and better prepare them for the future workforce.

The district set a clear goal: create modern, engaging spaces that transform learning through a district-wide bond proposal. This goal directly aligns with the TSD

strategic plan, which is built on the tenets of collaboration, deep learning and focusing direction.

A [proposal](#) was developed that addressed infrastructure issues and also included the construction of a new middle school, a new academic wing at Athens High School, renovations to two additional middle schools as well as furniture, bathrooms, playgrounds and classroom restorations at every school. On May 17, 2022, the Board of Education voted to put a \$555 million bond measure on the [ballot](#), a 2 mill increase over the current tax rate.

A comprehensive bond communications plan began, utilizing multiple strategies, tactics and vehicles. Hundreds of hours of community engagement sessions, videos, podcasts, print publications, brochures, social media, a direct mail campaign—and student produced videos—formed the largest and most extensive bond campaign in TSD history and resulted in the successful passage of the ballot proposal on November 8, 2022.



[BOND INTRODUCTION VIDEO](#)



TSD BOND 2022 PROGRAM CAMPAIGN SUMMARY

RESEARCH

The work began long before the Board voted to put the measure on the ballot, with extensive formal and informal research. A Visioning Committee was formed to study the future of education for students within the district and how the design of classrooms and buildings would facilitate learning. This committee consisted of district leadership—including the Director of Communications—as well as building leaders, Board of Education trustees and architects. The group analyzed existing research and solicited feedback from teachers, staff and students to gain perspective on current and potential educational spaces. (See [Visioning Committee Learning and Survey Feedback](#).)

FACILITIES REVIEW

In October of 2021, an outside firm concluded a facilities assessment to identify deficiencies and opportunities for upgrades at every building (See [Facilities Assessment](#)). Twenty-six percent of schools in the district were determined to be in poor condition, with another 60% classified as needing substantial improvement. From there, a community-based Facilities Review Committee, made up of 63 parents, staff members, students and residents was formed to investigate district infrastructure and needs. After more than 700 hours of meetings and research, the committee presented its recommendation for a bond proposal calling for a 2 mill increase to the TSD Board of Education in February of 2022. ([FRC Recommendation Report](#))

COMMUNITY SURVEY

In March of 2022, the Communications Department commissioned a survey of likely voters to gauge interest in several prospective bond proposals as well as respondent feedback, including how they rated the schools, impressions of how the district spends resources, arguments for/against a bond proposal and reactions to various potential campaign messages. The survey also identified the beliefs and voting patterns of specific audiences/publics, including absentee voters, those with/without students in the district, geographical subgroups (as distinguished by elementary attendance areas), socioeconomic levels and more.

The survey found that 80% of respondents had a very positive opinion of the district, with a letter grade of either A or B. Seventy-six percent also believed that the district did a good, very good or excellent job of managing the funds provided to it by the State of Michigan.

When asked if they would support the FRC recommended bond proposal that called for a 2 mill tax increase, 52% of respondents said they would vote YES, with another 15% indicating they were “leaning toward voting yes.” Twenty-one percent said they would vote NO, with an additional 6% indicating they were “leaning toward voting no” and another 6% undecided. The full survey results can be seen here: ([Troy School District Bond Survey Results](#))

HISTORICAL RESEARCH

An analysis of past school finance election results indicated strong support for school bond/millage measures in the City of Troy. In 2004, a \$119 million bond proposal passed with 52% of the vote. In 2013, a \$125 million bond proposal passed with 70% of the vote. In 2017, a 1 mill Sinking Fund proposal passed with 68% of the vote. Though this was all good news, it revealed a significant challenge as well: every one of the previous bond proposals came with NO increase to the current mill rate. The current 2022 Bond Proposal was the first to ask for a tax increase in 33 years.

FOCUS GROUPS/COMMUNITY ENGAGEMENT

From March 2022 through June 2022, district leaders held numerous meetings and listening sessions with staff and parents/guardians in every school in the district as well as civic organizations, seeking feedback on public perception and financial tolerance for a potential bond proposal. This informal research proved valuable in terms of campaign messaging as well. In the end, three objectives were set in order to ensure that the district’s goal of creating modern and engaging learning spaces through the 2022 Bond Proposal was reached:

- **OBJECTIVE:** Increase awareness of the importance of the TSD bond proposal among registered voters through a targeted, comprehensive communications plan so that 51% of voters cast ballots to support the measure on or before November 8, 2022.
- **OBJECTIVE:** Develop a plan of action to motivate at least 50% of supportive registered voters to cast ballots by absentee in advance or turn out to vote on November 8, 2022.
- **OBJECTIVE:** Build capacity of principals, administrators and staff to own the message, inform their school communities and motivate their families/staff to vote through the hosting of at least one informational meeting for staff and one for parents, create school-specific social media posts weekly with common hashtag #onetroybond, include at least one personalized message about the bond initiative in each weekly newsletter, utilize all school events as opportunities to have conversations and inform parents/guests about the 2022 bond between August-November 2022.

Audience/Publics: There were several important publics identified during the planning process, with the focus on registered voters and its subsets: parents of current students, parents of former students, absentee voters, staff who live in the TSD, alumni, community leaders/influencers, senior citizens and voters without school aged children. Publics were also identified by special interest: Athletic, Band, Orchestra Boosters, as well as parents of students involved in Theater and those with physical and cognitive disabilities. Finally, publics were identified by geographical area, as defined by elementary school attendance areas.

Specific strategies were developed to meet each objective and key messages were created for each audience/public, as described in the planning and implementation sections below. It was crucial to be flexible and be able to adapt to changing conditions as they developed. For instance, enhanced safety measures were identified early on as an essential part of the bond proposal, but during the research and planning processes, a tragic shooting in the nearby district of Oxford, Michigan, left four students dead and thrust security into the spotlight even further. We needed to be able to illustrate that safety/security was embedded into every aspect of the bond construction. A joint video featuring a school resource officer set the right tone:






[SAFETY & SECURITY VIDEO](#)

PLANNING

From the beginning, we knew that a successful bond proposal would take a team effort, so passage of the ballot measure was set as the thematic goal for all district and building level leaders. The Director of Communications led the effort, setting the three specific objectives outlined above, as well as the strategies, tactics and key messages for each.

The scope of the bond proposal was immense, so projects were categorized into four key focus areas to make for easy to understand and memorable messaging.

<p>Future-Ready Learning Environments </p> <ul style="list-style-type: none"> • Create innovative and engaging educational spaces • Foster collaboration and critical thinking • Continue academic excellence and community engagement 	<p>Infrastructure & Sustainability </p> <ul style="list-style-type: none"> • Improve aging and outdated facilities • Focus on increased operational efficiency and healthy environments
<p>Program Enhancements </p> <ul style="list-style-type: none"> • Upgrade spaces for community and student programming • Emphasize STEM-based learning, robotics, athletics, recreation, and arts • Build on partnerships with businesses 	<p>Safety & Technology </p> <ul style="list-style-type: none"> • Enhance security measures • Upgrade network/phone/technology • Connect to advanced tools for research and innovation

Though the research indicated that the voting public in the Troy School District traditionally supported school bond efforts, there were a number of challenges that arose because of the political, cultural and social environment during the lead up to the election. An orchestrated campaign was waging against public education in general and this bond

proposal specifically. Historically, there has been little organized opposition to TSD bond proposals, but over the past two years a small but vocal group of residents were objecting to the district's diversity, equity and inclusion work as well as pandemic mitigation efforts. Two Board trustees decided not to run for re-election, and two opposition candidates were campaigning on a platform of mistrust and pointedly urging people to vote no. Two other candidates supported the bond proposal, but the race was more contentious and expensive than any other school board contest in recent memory.

Another significant obstacle was the economic conditions during the bond campaign. The Detroit Consumer Price Index (inflation) was up 8.5% over the past 12 months, and consumer confidence was down 11.8%. Car sales, a major economic indicator in the Metro Detroit area, were down 22% in 2022 and the unemployment rate in Michigan was creeping up. ([Michigan Treasury Economic Update-October 2022](#)) A content analysis of local media reports showed that people were uneasy about the direction of the economy and uncertain about their own futures.

A third challenge in the bond campaign came from the unique population of residents in the Troy School District. The TSD draws new enrollees from around the world, who come on work visas and seek to live within the district so that their children can attend Troy Schools. The number of new immigrant families grows every year, with 34% of incoming Kindergarten students identified as English Language Learners. This diversity is a huge strength to the district, but during a ballot campaign it also means that many supportive parents are not U.S. citizens and ineligible to vote in the election. The plan for these parents shifted to center around evangelism, rather than direct ballot support.

In fact, the three most recent census reports show that, like the school facilities, residents within the boundaries of the Troy School District are aging. More than 2/3 of residents within the TSD do not have school aged children in the home, so it was clear that a creative plan was needed to reach voters who may not have been inside the schools in many years—if ever.

CONCURRENT CAMPAIGN

On a positive note, a group of parents/community members formed CAPE (Citizens and Parents for Education)—a “Say Yes” committee to work for the passage of the 2022 Bond Proposal. Like many states, Michigan law prevents school districts from spending any resources to persuade residents to vote yes—schools can only provide factual information. The CAPE committee used many of the facts/figures included in the district materials and mirrored the colors/themes in the visual messaging, but also urged residents to support the ballot measure.

STRATEGIES

Targeted strategies and key messages for specific audiences would be critical to the success of the bond proposal. This is where we were able to use what we learned in the survey and our community engagement sessions. We knew that residents felt pride in the TSD and had a high level of trust in their schools. Leveraging that positive relationship was key to this bond campaign.

For our external publics, including the 66% without school aged children, we held more than a dozen “Community Conversations,” where residents could learn more and ask questions. We also invited the Friends of Troy Seniors to visit our schools, with a series of two half-day excursions where senior citizens were able to participate in learning alongside students—and see how education is markedly different and that learning spaces also needed to be different and adapt to new styles of learning.

For our internal parents/guardians, we knew from additional research that trust is strongest at the most local level. Our typical communication response rate showed that engagement from parents/guardians is highest at the classroom/teacher level, with nearly 100% of families opening and paying attention to messaging from their students' teachers. The next highest level of engagement comes with messaging from building principals. Finally, the third highest engagement rate comes with messaging at a district level. Satisfaction surveys also found that respondents reported high degrees of trust in the people they knew and saw on a daily basis. This data made it clear that our schools needed to be the primary messengers of bond information—and that became one of our primary objectives for success.

BUILDING CAPACITY/ROLES & RESPONSIBILITIES

In order to ensure ownership and confident and consistent messaging at each school, it was critical that building leaders were well-prepared and supported every step of the way. They already knew where the roofs were leaking and the bathrooms were falling apart, but they also needed to get excited about what updated learning spaces could mean. The process began with an administrative bond kickoff on August 11, 2022, where globally recognized Harvard education innovator Dr. Tony Wagner served as the keynote for a day of professional development around how the bond proposal could significantly impact student achievement in their buildings.

Using the same theory of the importance of relationships outlined above, we knew that principals and teachers placed a high level of trust in other educators within the district, so we began with a video featuring teachers showing why current classroom spaces were woefully inadequate—and how transforming them could better prepare their students for the future they would soon inhabit.



[ADMINISTRATOR BOND KICKOFF VIDEO: Transforming Learning Spaces](#)

The principals then helped develop the messaging during several hands-on activities, where they created social media tweets/posts and produced a podcast they took with them, outlining how the bond proposal would impact their individual schools and students. Leaders also were provided with a principal's toolkit, with a tactics calendar, personalized graphics, "fast facts" for newsletters, scripts for engaging in

conversations, a PowerPoint presentation for PTO/parent meetings, existing condition photos, architect renderings of future spaces, flyers, boards, videos and more. ([Principal Toolkit](#))

OTHER ROLES/RESPONSIBILITIES

The other primary communicators for the bond proposal were Superintendent Rich Machesky, Director of Communications Kerry Birmingham and three other cabinet-level leaders. Each member of this key team was well-versed in the TSD Bond 2022 proposal and messaging. A calendar was developed and each leader was assigned to participate in school staff and parent meetings as well as more than two dozen outside community meetings.

COMMUNICATION VEHICLES

Extensive communication materials using a variety of vehicles were produced prior to and during the public bond campaign, including the following (a complete list is available in supplemental materials):

- [TSD Bond 2022 Website](#)
- [Videos—Bond 2022 YouTube Playlist](#)
- [Podcasts](#)
- [Building Flyers & Display Boards](#)
- [12 Page Bond 2022 Newspaper Insert](#)
- [Bond Brochure](#)
- [PowerPoint Presentations](#)
- [Bond 2022 FAQ](#)

BUDGET

The budget for the 2022 Bond Proposal Campaign was \$60,000, which included:

- Printing of materials, including brochures, boards, flyers, postcards, newspaper insert: \$24,000
- Postage/direct mailing of materials to registered voters: \$6,000
- Social media advertising: \$1000
- Print advertising: \$2500
- Telephone survey: \$26,000
- Supplies: \$500

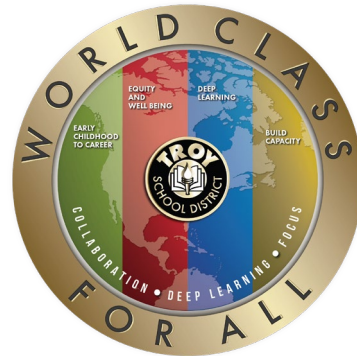
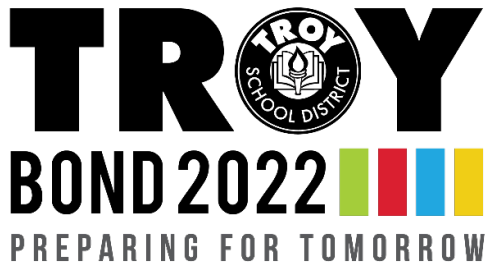
Final expenditures of the campaign came in just under budget at \$58,285.

IMPLEMENTATION

After the preliminary planning, the Bond 2022 Campaign centered around reaching as many people as possible, providing information, answering questions/concerns and empowering building level leaders and parent/community evangelists. The Communications Department developed a comprehensive plan of vehicles, materials and tactics based on identified strategies for each target audience.

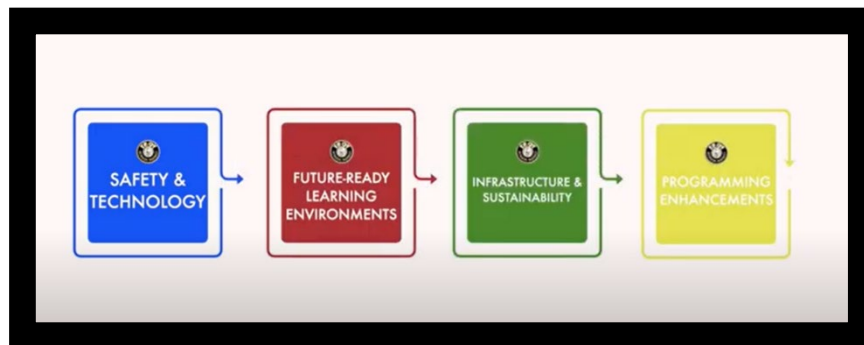
BOND GRAPHICS

A clean, eye-catching and easy-to-recognize Bond 2022 logo was developed using the widely known colors of the TSD Strategic plan.



KEY MESSAGES

Key messages were developed for each audience/public identified for each objective. These were developed based on the survey and community engagement sessions and refined over time as feedback was received. A short overview video outlined the messages within the four key focus areas: [Troy Bond 2022: Preparing For Tomorrow](#)



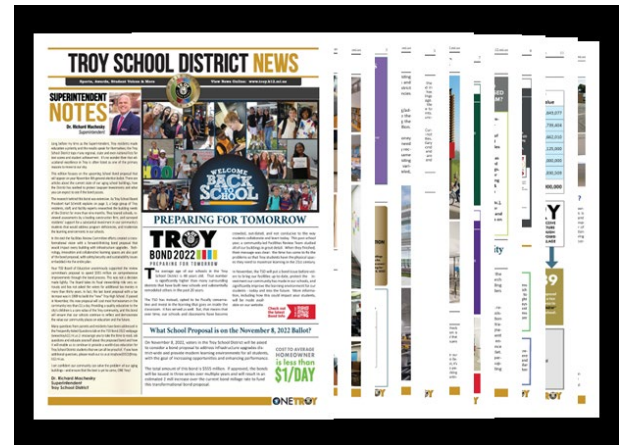
- World class school facilities will maintain/increase property values
- Increase of less than \$1 per day on average/worth the investment
- Schools are in poor condition; facilities don't match world class instruction
- Security improvements are critical to keep students safe
- Students need modern, flexible learning spaces to prepare for jobs of the future
- Schools need dedicated music/art space
- Need upgraded schools to remain competitive
- Other generations invested in Troy Schools, it's our turn
- Playgrounds/Bathrooms will become ADA accessible
- Many schools lack natural light, which is key to student learning/well-being
- Athletic facilities are inadequate and in poor condition

These messages were tailored using targeted communication vehicles for specific audiences. For instance, the survey and early community engagement sessions showed that "Strong schools/updated facilities were key to maintaining and increasing property values" was a compelling message for both parents and



registered voters without school aged students—and was cited as the number one argument in support of the bond for senior citizens and absentee voters. Using this information, the communications department produced a video featuring a prominent local realtor, who described the value that the Troy School District and its schools brought to local homeowners: [Strong Schools Mean Strong Property Values](#)

Survey results were also used to choose specific vehicles for specific audiences. For example, the majority of voters without school aged children (66% of the population) cited their primary source of information about the TSD is the Troy Times, which is the free local weekly newspaper, followed closely by word of mouth from friends/neighbors. Using this information, the Communications Department produced a 12-page newspaper supplement entirely about the 2022 Bond that was inserted into the Troy Times edition on September 7, 2022 and mailed to all 38,000 homes in the City of Troy. Five thousand additional copies were distributed to the public library, community center, coffee houses, local restaurants, businesses, doctor’s offices, staff mailboxes and office counters at every school.



EVALUATION

The [Troy Bond 2022: Preparing for Tomorrow](#) campaign was successful in meeting its goal of increasing awareness of the need to update and create modern and engaging learning spaces. Voters approved the ballot initiative by a margin of 59% to 41%.

The target messaging of specific audiences was also successful in nearly every measure. Tailoring parts of the campaign to absentee voters, for instance, resulted in a greater margin of victory by this subset of voters than in-person voters, despite the fact that fewer absentee voters had school aged children in the home. Geographic targeting of the bond proposal campaign was also successful, with YES votes outnumbering NO votes in all but one of the 29 precincts, where the measure lost by just six votes. Voter turnout was significantly higher than average for mid-term elections, with 61% of registered voters casting ballots in the November 8 election in the City of Troy. In the end, 30,580 people voted on the school bond issue, with 17,968 voting to support the measure. You can see all of the voter data here: [ELECTION RESULTS](#)

Follow up interviews identified in person meetings/informational sessions as the most powerful tactic in the bond campaign, followed by short informational videos, direct mail brochures and the Troy Times newspaper supplement. Older residents preferred print materials, with parents and younger residents most engaged with social media, YouTube videos and the dedicated bond website.

Analytics of social media channels show that thousands of viewers engaged with bond-related content on twitter, spending an average of 69 minutes per day on the social media channel platform. Consistent viewing and engagement with the TSD YouTube channel was also evident, with one of the most popular videos featuring footage of the last major construction bond effort in the TSD, over two decades ago.

Community engagement did not end when the ballot measure passed. Collaborative teams were formed to begin design work on middle school learning spaces, as well as playgrounds and flexible furniture design. Residents have been updated via e-blast and articles in the Troy Times. Next steps include a dedicated webpage for residents to follow the progress set to launch this summer, along with a bond newspaper supplement planned for 2024.

TROY SCHOOL DISTRICT NEWS

Sports, Awards, Student Voices & More

View News Online: www.troy.k12.mi.us



SUPERINTENDENT NOTES

Dr. Richard Machesky
Superintendent



Long before my time as the Superintendent, Troy residents made education a priority and the results speak for themselves; the Troy School District tops many regional, state and even national lists for test scores and student achievement. It's no wonder then that educational excellence in Troy is often listed as one of the primary reasons to move to our city.

This edition focuses on the upcoming School Bond proposal that will appear on your November 8th general election ballot. There are articles about the current state of our aging school buildings, how the District has worked to protect taxpayer investments and what you can expect to see if the bond passes.

The research behind this bond was extensive. As Troy School Board President Karl Schmidt explains on page 3, a large group of Troy residents, staff, and facility experts researched the building needs of the District for more than nine months. They toured schools, reviewed assessments by a leading construction firm, and surveyed residents' support for a substantial investment in our community's students that would address program deficiencies, and modernize the learning environments in our schools.

In the end the Facilities Review Committee efforts created a transformational vision with a forward-thinking bond proposal that would impact every building with infrastructure upgrades. Technology, innovation and collaborative learning spaces are also part of the bond proposal, with safety/security and sustainability issues embedded into the entire plan.

Your TSD Board of Education unanimously supported the review committee's proposal to spend \$555 million on comprehensive improvements through the bond process. This was not a decision made lightly. The Board takes its fiscal stewardship role very seriously and has not asked the voters for additional tax monies in more than thirty years. In fact, the last bond proposal with a tax increase was in 1989 to build the "new" Troy High School. If passed in November, this new proposal will cost most homeowners in the community less than \$1 a day. Providing a quality education to the city's children is a core value of the Troy community, and this bond will ensure that our schools continue to reflect and demonstrate the value our community places on education and the future.

Many questions from parents and residents have been addressed in the Frequently Asked Questions tab on the TSD Bond 2022 webpage (www.troy.k12.mi.us.) I encourage you to take the time to read, ask questions and educate yourself about the proposed bond and how it will enable us to continue to provide a world-class education for Troy School District students that we can all be proud of. If you have additional questions, please reach out to us at troybond2022@troy.k12.mi.us.

I am confident our community can solve the problem of our aging buildings—and ensure that the best is yet to come, ONE Troy!

Dr. Richard Machesky
Superintendent
Troy School District



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The average age of our schools in the Troy School District is 48 years old. That number is significantly higher than many surrounding districts that have built new schools and substantially remodeled others in the past 20 years.

The TSD has instead, opted to be fiscally conservative and invest in the learning that goes on inside the classroom. It has served us well. But, that means that over time, our schools and classrooms have become

crowded, out-dated, and not conducive to the way students collaborate and learn today. This past school year, a community-led Facilities Review Team studied all of our buildings in great detail. When they finished, their message was clear: the time has come to fix the problems so that Troy students have the physical spaces they need to maximize learning in the 21st century.

In November, the TSD will put a bond issue before voters to bring our facilities up-to-date, protect the investment our community has made in our schools, and significantly improve the learning environment for our students - today and into the future. More information, including how this could impact your students, will be made available on our website.

Check out the latest Bond Info



What School Proposal is on the November 8, 2022 Ballot?

On November 8, 2022, voters in the Troy School District will be asked to consider a bond proposal to address infrastructure upgrades district-wide and provide modern learning environments for all students, with the goal of increasing opportunities and enhancing performance.

The total amount of this bond is \$555 million. If approved, the bonds will be issued in three series over multiple years and will result in an estimated 2 mill increase over the current bond millage rate to fund this transformational bond proposal.

COST TO AVERAGE HOMEOWNER is less than \$1/DAY





WATTLES ELEMENTARY SCHOOL

TROY SCHOOL DISTRICT

BOND 2022

PREPARING FOR TOMORROW



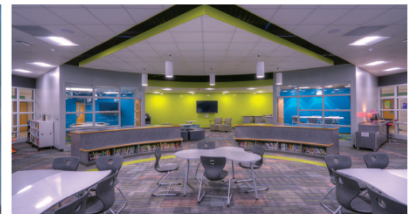
Artist's rendering of new elementary classroom

What's on the ballot?

- Total Bond Proposal is \$555 million touching every facility in the District.
- Tax Impact is 2 mill increase, equating to less than \$1/day to average homeowner in Troy.

Features at Wattles

- New flexible, adaptable furniture
- Replacement of playgrounds with new surfaces & accessible equipment
- Remodel classrooms
- Remodel or repurpose space for 3rd kindergarten classroom or specials instruction
- Media center upgrades
- Infrastructure upgrades
 - ADA upgrades to all restrooms
 - Partial roof replacement
 - Replace exterior doors & windows where needed
 - Replace interior doors where needed
 - Replace ceilings & flooring where needed
 - New casework & whiteboards where needed
 - Upgrade kitchen equipment
 - Replace operable walls
 - Replace gym backboards & wall pads
 - Upgrades to plumbing
 - Replace aging mechanical units
 - Upgrades to HVAC systems
 - New temperature controls
 - Upgrade electrical service
 - Replace power panels
 - GFI outlets at sinks
 - Access control/intrusion detection
 - Upgrade interior lighting with new LED
 - Replace exterior/parking lot lighting
 - Replace walkways where needed
 - Replace fencing, flagpole, benches, & bike racks



Pictures depict spaces that could be achieved in Bond 2022

Bond 2022 Highlights

Future-Ready Learning Environments

- Create innovative and engaging educational spaces
- Foster collaboration and critical thinking
- Continue academic excellence and community engagement

Program Enhancements

- Upgrade spaces for community and student programming
- Emphasize STEM-based learning, robotics, athletics, recreation, and arts
- Build on partnerships with businesses

Infrastructure & Sustainability

- Improve aging and outdated facilities
- Focus on increased operational efficiency and healthy environments

Safety & Technology

- Enhance security measures
- Upgrade network/phone/technology
- Connect to advanced tools for research and innovation

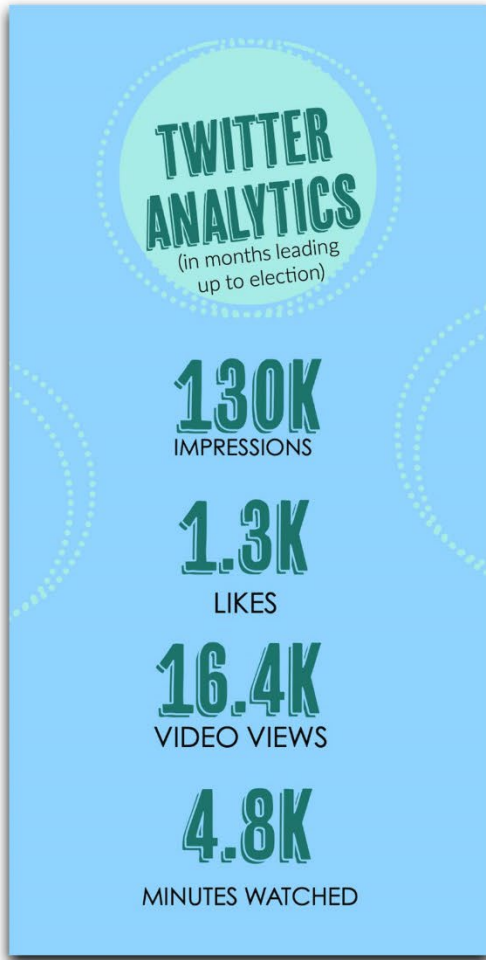
WATTLES WAS BUILT IN 1967

Check out the latest Bond Info



VOTE NOV 8

For more info visit troy.k12.mi.us or email bond2022@troy.k12.mi.us



Mike Cottone @IAMMikeCottone · Oct 4, 2022

As we "Prepare For Tomorrow" with our 2022 #OneTroyBond, we are committed to investing in all students who will be a part of the @TroySchools in the decades to come.

youtube.com
Foundations of Tomorrow: Then and Now
The world class experiences available in the Troy School District are the result of decades of ...

Jonathan Cross @drcross78 · Nov 8, 2022

Good morning! @troyathens! The polls open in less than a half hour. Don't forget to vote! 🗳️ @troyathens

TroySchools @troyschools · Nov 2, 2022

#TroyBond2022 would provide a new academic addition at @troyathens to bring updated and appropriate learning spaces to students and staff. @tdixon2

605 views

Erin Keyser @ekeyser3 · Sep 22, 2022

Thank you @BirminghamKary and @KGiffor for representing @troyschools during our #troyathens Parent Coffee to inform families regarding the upcoming #OneTroyBond! Great turnout by our preschool community!

Ryan Brinks @RBrinks · Oct 29, 2022

Our Smith Knights were able to check out some renderings of what a new Smith Middle School might look like as part of the upcoming 2022 Troy Schools Bond. Great video @TSDGulf!

youtube.com
Smith Students React to Troy Bond 2022
Students share their thoughts about a potential new Smith Middle School through Troy Bond ...

TroySchools @troyschools · Sep 15, 2022

Come say hello and learn about the upcoming bond at Troy Diaz all weekend long!

TroySchools @troyschools · Oct 27, 2022

The learning environment of the future includes open spaces with more natural light and flexible furniture. Meeting the needs of the modern learner by reimagining our spaces in every school building is an exciting opportunity with #TroyBond2022.

407 views

Lee Dine @ldine1 · Oct 26, 2022

👋 We invited students to what the bond would do for Red Prairie. @troyathens @troyathens @troyathens @troyathens @troyathens @troyathens @troyathens @troyathens @troyathens @troyathens

youtube.com
Athens Students React to Troy Bond 2022
Students share their thoughts about the potential improvements for Athens High School with Troy ...

Matt Jansen @PrincipalJansen · Sep 10, 2022

The proposed TSD Bond can mean redefined learning environments for Wass Elementary School. @WassWolves #OneTroyBond

WASS ELEMENTARY SCHOOL **TROY BOND 2022**
PREPARING FOR TOMORROW

What's on the ballot?

- State Bond Proposal to 2022
- A Tax Bond to fund revenue according to Article 11 of the Michigan Constitution of 1963

Features at Wass

- New flexible, adaptable furniture
- Implementation of green walls with new surfaces & accessible equipment
- Flexible classrooms
- Available or repurpose space for special activities
- Flexible center upgrades
- Infrastructure upgrades
- All upgrades to all classrooms
- Flexible entrance doors & windows where needed
- Flexible interior doors where needed
- Flexible outdoor lighting
- New entrance & sidewalks where needed
- Upgrade kitchen equipment
- Upgrade portable toilet
- New storage cabinets
- Upgrade sign backdrops & wall-paint
- Upgrade to planting
- New hallway
- Upgrade signs throughout facility
- Upgrade to WiFi network
- New organizational systems
- Upgrade structural services
- Upgrade power service
- Upgrade transformers
- All facilities audit
- Access communication devices
- Upgrade exterior lighting with new LED
- Upgrade exterior lighting to lighting
- Upgrade exterior where needed
- Replace existing signage & banners

Bond 2022 Highlights

- From Future-Ready Learning Environments**
- Infrastructure**
- Technology**
- Safe & Healthy**

WASS ES IN 1978 WAS BUILT IN 1978 **VOTE NOV 8**

Check out the bond info! [TROY BOND 2022](#)

TroySchools @troyschools · Oct 4, 2022

The TSD world class experience comes after decades of investment for future generations. Listen to the voices at the Troy High groundbreaking in 1990--hear what they dreamed for students to come. On Nov 8, we have the same opportunity to impact generations in Troy. #onetroybond

New Troy High School
Troy School District
A Building Project of the Troy School District
Working Today to Educate Tomorrow's Students
OPENING DATE: September, 1992
ARCHITECT: Perkins & Will
CONSTRUCTION MANAGER: Barton

17

30

FACEBOOK

Troy School District
September 17, 2022

It's a great day for Troy Daze! Come join us to learn more about the Troy Schools Bond Proposal 🎉

Boost this post to reach up to 65 more people if you spend \$14. **Boost post**

👍👍 Evan Nicholson and 55 others 1 share

Why do we need Bond 2022? This hallway at Boulan Park Middle School is just one example of the flooding we see every time we get heavy rains. Same with the parking lots and student line up areas at Schroeder Elementary. We have to relocate students from unusable classrooms in several buildings when rain hits. Most of our buildings were built in the 1970's and are in need of significant improvements. #onetroybond2022

Boost this post to reach up to 65 more people if you spend \$14. **Boost post**

👍👍 152 65 comments 23 shares

Troy School District
October 12, 2022

Here is the recording of tonight's virtual Bond Presentation. As soon as we get another presentation scheduled, we will publish it here and on the bond page on our website. If you have any questions in the meantime, please email bond2022@troy.k12.mi.us : <https://youtu.be/jLkaA9GyNDg>.

Upgrades Across All Schools

- Focuses on preserving our school facilities
- HVAC & Electrical upgrades to provide healthy environments and operational efficiency
- Sustainability upgrades
- Site/Building upgrades for safety and security
- Building interior and exterior upgrades to assure longevity of our schools and provide ADA accessibility

YOUTUBE.COM
Bond 2022 Virtual Community Conversation Recording
This is the recording of the 10/12/22 virtual Bond Presentation. Additional opportunities...

Boost this post to reach up to 65 more people if you spend \$14. **Boost post**

👍👍 20 4 shares

Troy School District
September 15, 2022

On Nov 8, TSD residents will be asked to consider a Bond Proposal that would invest in your schools and transform learning for every student across the district. Learn more at your school's PTO meeting or visit the bond page on our website for lots of info and a list of upcoming community meetings: <https://www.troy.k12.mi.us/bond-2022>

Boost this post to reach up to 65 more people if you spend \$14. **Boost post**

👍👍👍 Nikki Cassani Jenkins, Karie Dunneback and 45 others 4 comments 13 shares

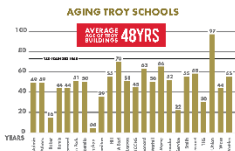
STUDENT VOICE



The screenshot shows a web browser displaying the Troy School District Bond 2022 website. The browser's address bar shows the URL troyschools.org/bond-2022. The website features a navigation menu with categories like 'BOND OVERVIEW', 'TROY BOND BROCHURE', 'STUDENT VOICES', 'FREQUENTLY ASKED QUESTIONS', 'HIGH SCHOOL PROPOSED IMPROVEMENTS', 'MIDDLE SCHOOL PROPOSED IMPROVEMENTS', 'ELEMENTARY SCHOOL PROPOSED IMPROVEMENTS', and '2022 BOND NEWS SUPPLEMENT'. The main content area is titled 'TROY SCHOOL DISTRICT BOND PROPOSAL' and includes a sub-section 'AGING SCHOOLS WITH MAJOR INFRASTRUCTURE ISSUES'. This section features a grid of images showing school buildings and a large graphic that reads 'AVERAGE AGE OF TROY BUILDINGS 48YRS'. Below the grid, there are four informational boxes: 'Future-Ready Learning Environments', 'Infrastructure & Sustainability', 'Program Enhancements', and 'Safety & Technology'. A large green graphic on the left states 'COST TO AVERAGE HOMEOWNER is less than \$1/DAY'. The website footer includes 'Age of Troy School District Schools' and a search bar.

Upgrades to all schools

With the average age of Troy schools at 48 years, infrastructure upgrades are required over the next ten years to keep our buildings safe and functioning properly. Through the Central Board of Education's agenda, the construction of the L.I. drops is a priority. The following are the key areas of focus for the L.I. drops in the coming years:



- Building Exteriors**
 - Replacement of roof replacement where needed
 - Replacement of exterior doors
 - Replacement of exterior windows
 - Replacement of exterior siding
 - Replacement of exterior paint
 - Replacement of exterior lighting
 - Replacement of exterior landscaping
 - Replacement of exterior signage
 - Replacement of exterior furniture
 - Replacement of exterior equipment
 - Replacement of exterior storage
 - Replacement of exterior security
- Mechanical**
 - Replacement of heating and cooling systems
 - Replacement of electrical systems
 - Replacement of plumbing systems
 - Replacement of fire alarm systems
 - Replacement of elevator systems
 - Replacement of security systems
 - Replacement of accessibility systems
 - Replacement of fire suppression systems
 - Replacement of pest control systems
 - Replacement of air quality systems
 - Replacement of energy management systems
- Electrical**
 - Replacement of electrical panels
 - Replacement of electrical wiring
 - Replacement of electrical conduits
 - Replacement of electrical raceways
 - Replacement of electrical outlets
 - Replacement of electrical switches
 - Replacement of electrical lighting
 - Replacement of electrical equipment
 - Replacement of electrical storage
 - Replacement of electrical security
 - Replacement of electrical accessibility
 - Replacement of electrical fire suppression
 - Replacement of electrical pest control
 - Replacement of electrical air quality
 - Replacement of electrical energy management
- Site Development**
 - Replacement of site paving
 - Replacement of site lighting
 - Replacement of site furniture
 - Replacement of site equipment
 - Replacement of site storage
 - Replacement of site security
 - Replacement of site accessibility
 - Replacement of site fire suppression
 - Replacement of site pest control
 - Replacement of site air quality
 - Replacement of site energy management

Q&A

Q: How will the school district be impacted by the proposed bond?

A: The bond will allow us to invest in our infrastructure, which will improve the quality of our schools and the safety of our students. The bond will also allow us to invest in our facilities, which will improve the quality of our facilities and the safety of our students.

Q: How will the school district be impacted by the proposed bond?

A: The bond will allow us to invest in our infrastructure, which will improve the quality of our schools and the safety of our students. The bond will also allow us to invest in our facilities, which will improve the quality of our facilities and the safety of our students.

Troy School District Bond 2022 Highlights

Future-Ready Learning Environments

- Create innovative and engaging educational spaces
- Foster collaboration and critical thinking
- Continue academic excellence and community engagement

Program Enhancements

- Upgrade spaces for community and student programming
- Enhance STEM based learning, robotics, athletics, recreation, and arts
- Build on partnerships with businesses

Infrastructure & Sustainability

- Improve aging and outdated facilities
- Focus on increased operational efficiency and healthy environments

Safety & Technology

- Enhance security measures
- Upgrade network infrastructure technology
- Consent to advanced tools for research and innovation

How was this Bond plan developed?

The development of this bond was executed over three months and involved all Troy residents, students, and staff working with the Troy School District Board of Education. The board conducted a series of public hearings, surveys, and focus groups to gather input from the community. The board also conducted a series of public hearings, surveys, and focus groups to gather input from the community.

Join Us for Community Conversations with the Superintendent

Wednesday, August 31st, 7:00 PM - 8:00 PM
 Thursday, September 1st, 7:00 PM - 8:00 PM
 Friday, September 2nd, 7:00 PM - 8:00 PM
 Saturday, September 3rd, 7:00 PM - 8:00 PM
 Sunday, September 4th, 7:00 PM - 8:00 PM

MAILING AREA SPACE

TROY BOND 2022
 PREPARING FOR TOMORROW

VOTE ON NOVEMBER 8

For more info visit troysd.net or email bond2022@troysd.net

Learning and Understanding

Building Tours

Consensus Building

TROY SCHOOL DISTRICT 2022 BOND INFO

Vote November 8, 2022

Long before your time as the Superintendent, Troy residents have been a part of the Troy School District's history. The Troy School District has a long and proud history of providing a high-quality education for all students. The Troy School District is committed to providing a high-quality education for all students.

What's on the 2022 Ballot?

On November 8, 2022, voters in Troy School District will be asked to consider a bond proposal to fund infrastructure upgrades. The total amount of the bond proposal is \$55 million. The Troy School District will not require to consider an additional 2 mill increase over the current millage rate to fund this Renovation/Build Bond proposal.

COST TO AVERAGE HOMEOWNER <\$1/DAY

Check out the latest bond info

FOR MORE BOND INFO VISIT troysd.net/bond-2022

What's on the 2022 Ballot?

On November 8, 2022, voters in Troy School District will be asked to consider a bond proposal to fund infrastructure upgrades. The total amount of the bond proposal is \$55 million. The Troy School District will not require to consider an additional 2 mill increase over the current millage rate to fund this Renovation/Build Bond proposal.

COST TO AVERAGE HOMEOWNER <\$1/DAY

Check out the latest bond info

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Elementary Highlights



Exciting Possibilities Across All Elementary Schools

- New flexible, adaptable furniture
- Renovated classrooms
- Renovated open space for special instruction
- Media center upgrades
- Replacement of playgrounds with new surfaces & accessible equipment
- Infrastructure upgrades



Top Troy Realtor Stacy Mihets says:

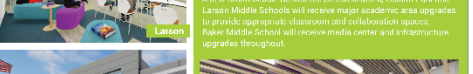
"As a community, we have always invested in our schools. In order to keep pace with the rest of the Metro Detroit area and maintain our reputation as a premiere district, it's important for us outside to be updated, safe and ready to prepare our students for 21st century jobs. Other cities are building brand new schools. We need to make sure our buildings continue to attract families to us."

Solving a Problem

The Board recognizes that our current millage rate is not sufficient to maintain and improve our schools. The Board is proposing a bond to fund infrastructure upgrades. The total amount of the bond proposal is \$55 million. The Troy School District will not require to consider an additional 2 mill increase over the current millage rate to fund this Renovation/Build Bond proposal.

1989 The last time the District asked for a tax increase was in 1989, to build the "new" Troy High School

Middle School Highlights



Exciting Possibilities Across All Middle Schools

- New flexible, adaptable furniture
- Renovated classrooms
- Renovated open space for special instruction
- Media center upgrades
- Replacement of playgrounds with new surfaces & accessible equipment
- Infrastructure upgrades



Neighboring Districts Bonds

Bond programs have been approved and implemented at around Southeastern Michigan, including Birmingham, Royal Oak, Novi, Northville, and Southfield Hills. In today's competitive environment, districts seek every advantage to recruit and retain students.

COST TO AN AVERAGE TROY HOMEOWNER <\$1/DAY

Tax Impact of 2 mill increase on Home Values in Troy

TROY ZIP CODES	48063	48064	48065	48068
Average Home Market Value	\$390K	\$353K	\$392K	\$470K
Daily Impact to Taxpayer	\$0.82	\$0.97	\$1.07	\$1.29

High School Highlights



Athens High School

- New flexible, adaptable furniture
- Renovated classrooms
- Renovated open space for special instruction
- Media center upgrades
- Replacement of playgrounds with new surfaces & accessible equipment
- Infrastructure upgrades



Troy High School

- New flexible, adaptable furniture
- Renovated classrooms
- Renovated open space for special instruction
- Media center upgrades
- Replacement of playgrounds with new surfaces & accessible equipment
- Infrastructure upgrades

TCCHS & IA East/TCT

Troy College & Career High School will be getting infrastructure upgrades, and the International Academy East & Troy Career for Transition campus will receive an affordable housing along with infrastructure upgrades and a redesigned gymnasium.



LARSON MIDDLE SCHOOL



Artist's renderings of new classroom/laboration spaces at Larson Middle School

Features at Larson

- Reconfigure all classrooms to proper size, integrate natural light, and create staff & student interdisciplinary collaboration spaces that encourage curiosity & exploration
- New flexible, adaptable furniture
- Redesign media centers to include multi-use space for interdisciplinary collaboration/ STEM/robotics
- Infrastructure upgrades
 - ADA upgrades to all restrooms
 - Replace ceilings, flooring, & interior doors where needed
 - New casework & whiteboards where needed
- Infrastructure upgrades
 - Upgrade kitchen equipment
 - New stage curtains
 - Replace gym bleachers, backboards, & wall pads
 - Upgrades to plumbing
 - Replace aging mechanical units
 - Upgrades to HVAC systems
 - New temperature controls
 - GFI outlets at sinks
 - Access control/intrusion detection
 - Upgrade interior lighting with new LED
 - Replace exterior/parking lot lighting
 - Replace walkways where needed
 - Replace parking lots where needed
 - Improve site drainage
 - Replace fencing, flagpole, benches, & bike racks

LARSON WAS BUILT 51 YEARS AGO

What's on the ballot?

- Total Bond Proposal is \$555 million touching every facility in the District.
- Tax Impact is 2 mill increase, equating to less than \$1/day to average homeowner in Troy.



Pictures depict spaces that could be achieved in Bond 2022

Bond 2022 Highlights

Future-Ready Learning Environments <ul style="list-style-type: none"> • Create innovative and engaging educational spaces • Foster collaboration and critical thinking • Continue academic excellence and community engagement 	Infrastructure & Sustainability <ul style="list-style-type: none"> • Improve aging and outdated facilities • Focus on increased operational efficiency and healthy environments
Program Enhancements <ul style="list-style-type: none"> • Upgrade spaces for community and student programming • Emphasize STEM-based learning, robotics, athletics, recreation, and arts • Build on partnerships with businesses 	Safety & Technology <ul style="list-style-type: none"> • Enhance security measures • Upgrade network/phone/technology • Connect to advanced tools for research and innovation

Check out the latest Bond Info



VOTE NOV 8

For more info visit troy.k12.mi.us or email bond2022@troy.k12.mi.us

Photo by Bob Eckstein for K12 News, Troy, MI

Bond Communication Campaign Timeline & Tactics

Timeline	Tactic/Activity/Tool	Audiences	Lead person(s) responsible	Done
March	Community Survey	Registered Voters	Kerry Birmingham Board President	X
April-August	Bond materials developed, including LOGO, PowerPoint presentations, social media posts, quick facts, bond posters, display boards, flyers, videos, print articles, newspaper supplement and press releases. The goal was to get as much done in advance of the August campaign kickoff so that the team could adjust and create new materials/tactics to meet changing issues/concerns	Registered Voters, Parents, Staff, Administrators	Kerry Birmingham Thomas Butcher Adam Burns Patrice Rowbal Linda Alfonso Melissa Verduyn Gail Allevato, TMP	X
Aug 4	Administrator Visioning Committee Admin Vision Presentation Workshop Activity	Principals, Building & District Leaders	Christine DiPilato Gail Allevato	X
Aug 11	Elementary Bond Campaign Kickoff Presentation Future of Learning Spaces Video	Elementary Principals	Kerry Birmingham Thomas Butcher	X
Aug 11	Secondary Bond Campaign Kickoff Presentation Future of Learning Spaces Video	Secondary Principals	Kerry Birmingham Thomas Butcher	X
Aug 11	Secretary Welcome Back: Bond 2022	Secretaries	Kerry Birmingham	X
Aug-Sept	Principal Podcasts	Parents/Staff	Thomas Butcher Building Principals	X
Aug 23	All Staff Welcome Back Focus: Bond 2022	All Staff	Kerry Birmingham Rich Machesky	X
Aug 30	First Day of School Bond Display Boards in place at every school	Parents, Staff, Students	Kerry Birmingham TMP Architects	X
Week of Sept 5	2 Bond videos released T/Th	Parents, registered voters, residents, seniors	Thomas Butcher Adam Burns	X
Sept 7	Bond Presentation—Athens Staff	Athens HS Staff	Lara Dixon Kerry Birmingham Rich Machesky Christine DiPilato	X

Bond Communication Campaign Timeline & Tactics

Sept 7	Bond Presentation—Athens PTO	Parents of students at Athens High School	Lara Dixon Kerry Birmingham Rich Machesky	X
Sept 8	Twelve-page Bond Proposal Newspaper insert arrives in all 38,000 mailboxes in Troy	All Troy Residents	Patrice Rowbal Melissa Verduyn Linda Alfonso Kerry Birmingham	X
Sept 8	Bond Presentation—Larson Staff	Larson Middle School Staff	Joe Duda Kerry Birmingham Rich Machesky Christine DiPilato	X
Sept 8	Bond Presentation—Martell Staff	Martell Elementary Staff	Michele Barsh Kerry Birmingham Rich Machesky Kris Griffor	X
Sept 8	Bond Presentation—Central Office Staff	Central Office and Services Bldg. Staff	Kerry Birmingham Rich Machesky Rick West	X
Sept 9	Bond Presentation—Preschool Staff	Preschool Staff	Erin Keyser Kerry Birmingham Rich Machesky Kris Griffor	X
Sept 9	Friday Bond E-Blast to Families	Parents/Guardians & Staff	Kerry Birmingham	X
Week of Sept 12	2 Bond videos released T/Th	Parents, registered voters, residents, seniors	Thomas Butcher Adam Burns	X
Sept 12	Bond Presentation—Smith PTO	Parents of Students at Smith Middle School	Ryan Brinks Kerry Birmingham Rich Machesky Christine DiPilato	X
Sept 12	Bond Presentation—Martell PTO	Parents of Students at Martell Elementary	Michele Barsh Kerry Birmingham Rich Machesky Kris Griffor	X
Sept 12	Bond Presentation—Costello PTO	Parents of Students at Costello Elementary	Tammy DiPonio Kerry Birmingham Rich Machesky Kris Griffor	X
Sept 13	Bond Presentation—Wattles PTO	Parents of Students at Wattles Elementary	Amy Wallace Kerry Birmingham Rich Machesky Kris Griffor	X

Bond Communication Campaign Timeline & Tactics

Sept 13	Bond Presentation—Troy Union PTO	Parents of Students at Troy Union Elementary	Mike Cottone Kerry Birmingham Rich Machesky Kris Griffor	X
Sept 13	Bond Presentation—Troy High PTO and Troy High Athletic Boosters	Parents of Students at Troy High School; Parents of Student Athletes at THS	Remo Roncone Kerry Birmingham Rich Machesky Christine DiPilato	X
Sept 14	Bond Presentation—Wattles Staff	Staff at Wattles Elementary School	Amy Wallace Kerry Birmingham Rich Machesky Kris Griffor	X
Sept 14	Bond Presentation—Troy Union Staff	Staff at Troy Union Elementary School	Mike Cottone Kerry Birmingham Rich Machesky Kris Griffor	X
Sept 14	Administrative Staff Meeting—Bond training update, Building Flyers distributed	TSD Administrators, including Building Principals	Kerry Birmingham TMP Architects Rich Machesky	X
Sept 14	Bond Presentation—TCCHS Staff	Staff at Troy College & Career High School	Angela Milanov Rich Machesky Christine DiPilato	X
Sept 14	Bond Training—Troy Daze Volunteers	Students, Board Volunteers	Kerry Birmingham	X
Sept 14	Elementary Curriculum Night Bond Introduction Video played at all schools, in all classrooms	Parents at all Elementary Schools	Kerry Birmingham Thomas Butcher Building Principals	X
Sept 15	Bond Presentation—Smith Staff	Staff at Smith Middle School	Ryan Brinks Kerry Birmingham Rich Machesky	X
Sept 15	Bond Presentation—Leonard Staff	Staff at Leonard Elementary School	Erin Detmer Kerry Birmingham Kris Griffor	X
Sept 15	Bond Presentation—Hamilton Staff	Staff at Hamilton Elementary School	David Recker Kerry Birmingham Rich Machesky	X
Sept 15	Bond Presentation/Conversation—Friends of Troy Seniors	Senior Citizens (Troy-based Organization)	Kerry Birmingham Patrice Rowbal	X
Sept 15	Troy Daze Festival: Bond 2022 Booth	Troy residents, registered voters, City leaders, residents without students in the home	Kerry Birmingham Rich Machesky Student Volunteers	X



Bond Communication Campaign Timeline & Tactics

Sept 16	Bond Presentation—Bemis Elementary PTO	Parents of Students at Bemis Elementary	Elliot Kern Kerry Birmingham Kris Griffor Rich Machesky	X
Sept 16	Realtor's Breakfast—Bond 2022	100+ Local Realtors who sell in Troy	Kerry Birmingham Linda Alfonso Rich Machesky	X
Sept 16	Troy Daze Festival: Bond 2022 Booth	Troy residents, registered voters, City leaders, residents without students in the home	Kerry Birmingham Rich Machesky Student Volunteers	X
Sept 16	Friday Bond E-Blast to Families	Parents/Guardians & Staff	Kerry Birmingham	X
Sept 17	Troy Daze Festival: Bond 2022 Booth	Troy residents, registered voters, City leaders, residents without students in the home	Kerry Birmingham Board Members Student Volunteers	X
Sept 18	Troy Daze Festival: Bond 2022 Booth	Troy residents, registered voters, City leaders, residents without students in the home	Kerry Birmingham Board Members Student Volunteers	X
Week of Sept 19	2 Bond videos released T/Th	Parents, registered voters, residents, seniors	Thomas Butcher Adam Burns	X
Sept 19	CAPE Committee Kickoff	Bond support volunteers from every school, senior groups, TEA	Citizens & Parents for Education Kerry B volunteers	X
Sept 19	Bond Presentation—PTO Presidents Council	PTO Leaders from every school	Rich Machesky Kris Griffor	X
Sept 19	Bond Presentation—Troy Foundation for Educational Excellence	Parents, Staff, Foundation trustees/volunteers	Rich Machesky	X
Sept 19	Bond Presentation—Troy Historical Society	Residents interested in Historical Preservation, seniors	Kerry Birmingham	X
Sept 20	Bond Presentation—Leonard PTO	Parents of Students at Leonard Elementary School	Erin Detmer Kerry Birmingham Kris Griffor Rich Machesky	X
Sept 20	Board of Education Meeting—Bond Campaign Update	Board Trustees, Parents, Staff, Public audience members	Kerry Birmingham	X
Sept 21	Bond Presentation—Wass Staff	Staff at Wass Elementary School	Matt Jansen Rich Machesky	X

Bond Communication Campaign Timeline & Tactics

Sept 21	Bond Presentation—Bemis Staff	Staff at Bemis Elementary School	Elliot Kern Kerry Birmingham	X
Sept 21	Bond Presentation--Barnard Staff	Staff at Barnard Elementary School	Melanie Morey Kris Griffor	X
Sept 21	Community Conversation—Bond 2022	Residents without students in school, held at Troy Library	Kerry Birmingham Rich Machesky Rick West Kris Griffor Board President	X
Sept 21	Bond Presentation—Larson PTO	Parents of Students at Larson Middle School	Joe Duda Kerry Birmingham Rich Machesky	X
Sept 22	Bond Presentation—Morse Staff	Staff at Morse Elementary School	Scott Keen Kerry Birmingham Kris Griffor	X
Sept 22	Board Presentation—Coffee with the Director/Troy Preschool	Parents of Students at Troy Preschool	Erin Keyser Kerry Birmingham	X
Sept 23	Friday Bond E-Blast to Families	Parents/Guardians & Staff	Kerry Birmingham	X
Week of Sept 26	2 Bond videos released T/Th	Parents, registered voters, residents, seniors	Thomas Butcher Adam Burns	X
Sept 26	Bond Planning Meeting—update, changes, new materials, feedback	Cabinet, TMP Architects, Barton Malow	Kerry Birmingham Rich Machesky Rick West	X
Sept 26	Bond Presentation—Baker PTO	Parents of Students at Baker Middle School	Jonathan Cross Kerry Birmingham Rich Machesky Christine DiPilato	X
Sept 26	Planning Meeting with Tony Wagner on upcoming parent learning opportunity regarding: future of learning	Teaching & Learning Staff	Natalie Haezebrouck Kris Griffor Kerry Birmingham	X
Sept 27	Bond Presentation—IA PTA	Parents of Students at International Academy East	Rich Machesky Christine DiPilato	X
Sept 28	Community Conversation—Bond 2022	Residents without students in school, held at Troy Library	Kerry Birmingham Rich Machesky Rick West Kris Griffor Board President	X
Sept 28	Video—Quick Sound Bites for “Focus Areas”	Parents, Staff, Registered voters	Thomas Butcher Adam Burns Rich Machesky	X

Bond Communication Campaign Timeline & Tactics

Sept 28	Parent Learning Session: Future of Learning	Parents	Natalie Haezebrouck Kris Griffor Kerry Birmingham	X
Sept 29	Bond Presentation—Hill PTO	Parents of Students at Hill Elementary School	Shari Pawlus Kerry Birmingham Kris Griffor	X
Sept 30	Friday Bond E-Blast to Families	Parents/Guardians & Staff	Kerry Birmingham	X
Week of Oct 3	2 Bond videos released T/Th	Parents, registered voters, residents, seniors	Thomas Butcher Adam Burns	X
Oct 3	Bond Presentation—IA East Staff	Staff at International Academy East	Patrick Griffin Kerry Birmingham Rich Machesky	X
Oct 3	Bond Presentation—Athens Athletic Boosters	Parents of Student Athletes at Athens High School	Bob Dowd Christine DiPilato	X
Oct 3	CAPE Meeting	Bond support volunteers from every school, senior groups, TEA	Citizens & Parents for Education Kerry B volunteers	X
Oct 4	Bond Brochure arrives in homes of every registered voter in the TSD	Registered voters, absentee voters	Kerry Birmingham Gail Allevato, TMP	X
Oct 4	Board of Education Workshop—Bond Campaign Update	Board trustees, residents in audience	Rich Machesky	X
Oct 4	Bond Presentation—League of Women Voters	Members of the League of Women Voters and guests, highly motivated voters and influencers	Kerry Birmingham	X
Oct 5	Friends of Troy Seniors Visit/Tour Athens & Troy High with Learning Activities	Senior Citizens Organizations, influential with other seniors	Kerry Birmingham Rich Machesky Lara Dixon Remo Roncone	X
Oct 5	Bond Presentation—Troy High Staff	Staff at Troy High	Remo Roncone Rich Machesky Christine DiPilato	X
Oct 5	Bond Presentation—Schroeder PTO	Parents of Students at Schroeder Elementary School	Brian Canfield Kerry Birmingham Kris Griffor	X
Oct 5	Community Conversation—Bond 2022	Residents without students in school, held at Troy Library	Kerry Birmingham Rich Machesky Rick West Kris Griffor Board President	X

Bond Communication Campaign Timeline & Tactics

Oct 6	Bond Presentation—Baker Staff	Staff at Baker Middle School	Jonathan Cross Kerry Birmingham Rich Machesky	X
Oct 6	Bond Presentation—Costello Staff	Staff at Costello Elementary School	Tammy DiPonio Kerry Birmingham Rich Machesky Kris Griffor	X
Oct 6	Meet the School Board Candidate Night	Interested Voters (motivated around school issues)	Kerry Birmingham	X
Oct 7	Friday Bond E-Blast to Families	Parents/Guardians & Staff	Kerry Birmingham	X
Week of Oct 10	2 Bond videos released T/Th	Parents, registered voters, residents, seniors	Thomas Butcher Adam Burns	X
Oct 10	Bond Presentation—Hill Staff	Staff At Hill Elementary	Shari Pawlus Kerry Birmingham Rich Machesky Kris Griffor	X
Oct 10	Bond Planning Check-in—update, changes, new materials, feedback	Cabinet, TMP Architects, Barton Malow	Kerry Birmingham Rich Machesky Christine DiPilato	X
Oct 10	Bond Presentation—Boulan PTO	Parents of Students at Boulan Park Middle School	Tony Morse Kerry Birmingham Rich Machesky	
Oct 10	CAPE Meeting	Volunteers	Citizens and Parents for Education, Kerry B volunteers	X
Oct 10	Bond Presentation—Barnard PTO	Parents of Students at Barnard Elementary School	Melanie Morey Kerry Birmingham Kris Griffor	X
Oct 11	Bond Presentation—Troy Community Foundation	Civic volunteers in Troy, engaged citizens	Kerry Birmingham Rich Machesky	X
Oct 11	Tony Wagner Parent Learning Session	Parents	Natalie Haezebrouck Kerry Birmingham	X
Oct 11	Bond Presentation—Morse PTO	Parents of Students at Morse Elementary School	Scott Keen Kerry Birmingham Kris Griffor	X
Oct 11	Bond Presentation—Wass PTO	Parents of Students at Wass Elementary	Matt Jansen Rich Machesky	X
Oct 11	Bond Presentation—Hamilton PTO	Parents of Students at Hamilton Elementary	David Recker Kerry Birmingham	X

Bond Communication Campaign Timeline & Tactics

Oct 12	Community Conversation—Bond 2022	Residents without students in school, held at Troy Library	Kerry Birmingham Rich Machesky Rick West Kris Griffor Board President	X
Oct 12	Community Conversation—Bond 2022 Virtual Session	Residents without students in school, held virtually	Kerry Birmingham Rich Machesky Rick West Kris Griffor Board President	X
Oct 13	Bond Presentation—Schroeder Staff	Staff at Schroeder Elementary	Brian Canfield Kerry Birmingham Kris Griffor	X
Oct 14	Friday Bond E-Blast to Families	Parents/Guardians & Staff	Kerry Birmingham	X
Week of Oct 17	2 Bond videos released T/Th	Parents, registered voters, residents, seniors	Thomas Butcher Adam Burns	X
Oct 17	CAPE Meeting	Volunteers	Citizens and Parents for Education, Kerry B volunteers	X
Oct 18	Board of Education Meeting—Bond Campaign Update	Trustees, residents	Rich Machesky Kerry Birmingham	X
Oct 18	Troy Chamber Meeting	Chamber Board members	Kerry Birmingham	X
Oct 19	Community Conversation—Bond 2022	Residents without students in school, held at Troy Library	Kerry Birmingham Rich Machesky Rick West Kris Griffor Board President	X
Oct 20	Community Conversation—Bond 2022 Virtual Session	Residents without students in school, held virtually	Kerry Birmingham Rich Machesky Rick West Kris Griffor Board President	X
Oct 21	Friday Bond E-Blast to Families	Parents/Guardians & Staff	Kerry Birmingham	X
Week of Oct 24	2 Bond videos released T/Th	Parents, registered voters, residents, seniors	Thomas Butcher Adam Burns	X
Oct 24	CAPE Meeting	Volunteers	Citizens and Parents for Education, Kerry B volunteers	X
Oct 27	Community Conversation—Bond 2022	Residents without students in school, held at Troy Library	Kerry Birmingham Rich Machesky	X

Bond Communication Campaign Timeline & Tactics

			Rick West Kris Griffor Board President	
Oct 24—30	Trunk or Treat/Bond Info Tables-6 Elementary Schools	Parents of Elementary Students	Kerry Birmingham Rich Machesky	X
Oct 28	Friday Bond E-Blast to Families	Parents/Guardians & Staff	Kerry Birmingham	X
Oct 28	Personalized/teacher-signed “Don’t Forget to Vote” postcards mailed to students in each class (youngest and only, with parents identified as registered voters)	Registered voter parents	Kerry Birmingham Linda Alfonso Teachers in every school	X
Week of Oct 31	2 Bond videos released T/Th	Parents, registered voters, residents, seniors	Thomas Butcher Adam Burns	X
Nov 1	Board of Education Workshop—Bond Campaign Update	Board trustees, residents	Kerry Birmingham	X
Nov 1	CAPE Meeting	Volunteers	Citizens and Parents for Education, Kerry B volunteers	X
Nov 3	Community Conversation—Bond 2022	Residents without students in school, held at Troy Library	Kerry Birmingham Rich Machesky Rick West Kris Griffor Board President	X
Nov 4	Friday Bond E-Blast to Families	Parents/Guardians & Staff	Kerry Birmingham	X
Nov 7-8	Final 2 Bond videos released M/Tues	Parents, registered voters, residents, seniors	Thomas Butcher Adam Burns	X
Nov 7	“Don’t Forget to Vote” Message sent via mass notification system	Parents of TSD students	Kerry Birmingham	X
Nov 8	Election Day—Work the polls, reminding people to vote	Registered voters coming to vote in person	Kerry Birmingham Patrice Rowbal Rich Machesky Board Trustees	X
Nov 9	Celebrate! Thank you messages to the community/parents/staff	All Troy residents	Kerry Birmingham Rich Machesky	X
Nov 10	Debrief, begin evaluation & analysis, planning for post-campaign bond communication plan	Residents, parents, staff	Kerry Birmingham Communications Team	X

In addition to calendar items, Communications Staff met every Tuesday to talk strategy, develop new materials and solidify weekly calendar of videos, podcasts, print and direct mail



Community Conversations Calendar/Want to Learn More?

TSD Parents/Guardians were encouraged to attend Bond Information Nights at their student's school (part of PTO meetings, hosted by building principal) but we also knew it was important to provide multiple opportunities for those without children in the district to engage in the process, learn more and ask questions/raise concerns.

There were multiple avenues to participate (civic organization meetings, community events/festivals, school performances & events, athletic competitions, etc.) but these Community Conversations offered the chance for any Troy School District resident to come and learn more, ask questions and get answers. These were intended to be small group sessions in an informal setting. We deliberately held them off school grounds, in community spaces (library, community center) where senior citizens and those without children in our schools felt comfortable. In order to put people at ease, we intentionally kept them casual and conversational, avoided wearing suits or using formal titles and served coffee and muffins/bagels to lend an atmosphere of neighborhood gatherings where anyone could feel secure in speaking up. Our philosophy was "having difficult dialogues WITH our community was far better than our community having dialogue without us."

These conversations were hosted by Superintendent Rich Machesky and Director of Communications Kerry Birmingham, with support from other members of the cabinet team. Leaders of the CAPE committee (Citizens and Parents for Education, the "Yes" committee for the bond effort) sometimes attended to lend their voices.

Wednesday, Sept 21st - 10am-11am Troy Public Library, 510 W. Big Beaver Rd.

Wednesday, Sept 28th - 10am-11am Troy Public Library, 510 W. Big Beaver Rd.

Wednesday, Oct 5th - 6pm-7pm, Troy Community Center, 3179 Livernois Rd.

Wednesday, Oct 12th - 10am-11am Troy Public Library, 510 W. Big Beaver Rd.

Wednesday, Oct 12th - 6-7pm VIRTUAL: [LINK TO JOIN MEETING](#)

Wednesday, Oct 19th - 10am-11am Troy Public Library, 510 W. Big Beaver Rd.

Thursday, Oct. 20 - 6pm-7pm VIRTUAL: [LINK TO JOIN MEETING](#)

Thursday, Oct. 27 - 10-11am Troy Public Library, 510 W. Big Beaver Rd.

Thursday, Nov. 3 - 6-7pm Troy Public Library, 510 W. Big Beaver Rd.

Residents who could not attend in-person or virtual meetings were encouraged to send questions to a dedicated email address: Bond2022@troy.k12.mi.us.