

SUNNYVALE ISD VATRE

STRATEGIC COMMUNICATIONS PLAN FOR
SUNNYVALE ISD'S VOTER-APPROVAL TAX RATIFICATION ELECTION

NATIONAL SCHOOL PUBLIC RELATIONS ASSOCIATION COMMUNICATIONS AWARDS

ENTRY CATEGORY: GOLD MEDALLION - BOND/FINANCE CAMPAIGN

NUMBER OF COMMUNICATIONS STAFF: 1 PERSON

K-12 DISTRICT - FOUR CAMPUSES, 2,200 STUDENTS



EMILY WHITE,
DIRECTOR OF COMMUNICATIONS & MARKETING
SUNNYVALE ISD
417 E. TRIPP ROAD | SUNNYVALE | TEXAS | 75182
469-323-4725 | EMILY.WHITE@SUNNYVALEISD.COM

SUNNYVALE ISD: THE HEART OF A SMALL TOWN

On Friday nights in Sunnyvale, Texas, the town descends on Raider Stadium under the lights to cheer the Raiders on to victory at the football game. The annual homecoming is a town-wide event, complete with a parade, carnival and pep rally that includes even the youngest Raiders. Graduates often return to raise their families in Sunnyvale so that their children may attend school in the district in which they grew up. Sunnyvale ISD has always been the heart of Sunnyvale. This is a community that prioritizes education.

After a joint meeting of SISD Recruitment and Retention Team and Financing Team in July of 2022 to analyze the district's staffing needs, it became clear that the best way to continue the tradition of teaching excellence in Sunnyvale was to hold a Voter-Approval Tax Ratification Election in November of 2022. Sunnyvale ISD then went to work on a communications campaign to draw on that history of community pride and support.

From a practical standpoint, residents in Sunnyvale understand the correlation between excellent schools and high property values. They understand that at the very center of SISD's great schools are excellent teachers and that successful students lead to a productive and profitable Texas workforce and citizenry. They know that recruiting and retaining incredible teachers is critical not only to the success of those students, but to the overall sustainability of the Sunnyvale community.

To ensure that Sunnyvale is able to be competitive in the business of recruitment and retention is critical for the Town of Sunnyvale. Passing a VATRE was the best method for ensuring that would happen. Please enjoy the following pages, which highlight how Sunnyvale ISD had the highest passing rate of all school district referendums in the Region 10 service area in the November 2022 election.

Raiders Rise!



SUMMARY

PROBLEM STATEMENT

Because of a reduction in the Fast Growth Allotment, disparities in ESSER funding, inflation in education and the community's desire to further the district's priorities related to the SISD Strategic Plan, SISD needs to ask voters in the Town of Sunnyvale for funding via a Voter-Approved Tax Ratification Election. Passing a VATRE would bring in an additional net \$600,000 annually, provide competitive pay increases and longevity pay for district veterans, maintain class sizes below the state average, maintain robust student programs and course offerings and augment student safety and wellness needs.

SITUATION ANALYSIS

Sunnyvale ISD has a history of providing and excellent education for all its students. By hiring teachers who excel at their craft, students who graduate from Sunnyvale are prepared for the future and afforded excellent opportunities in college and beyond.

However, the landscape of the teaching profession has changed dramatically since the COVID-19 pandemic. In order to retain an excellent teaching staff, school districts must offer salary increases and incentives to stay in the district. While larger districts have funding available to accommodate this need, Sunnyvale ISD does not.

Additionally, SISD faces other challenges in funding:

- As a fast-growth district, SISD grows at an average rate of approximately 6% annually. However, the Fast Growth Allotment in Texas has reduced, creating a loss in Sunnyvale ISD of approximately \$360,000.
- Inflation in Texas public education across all categories from maintenance to food service to instructional materials has increased significantly.
- Disparities in Elementary and Secondary School Emergency Relief (ESSER) funds have left Sunnyvale with dramatically less than neighboring districts - much as \$2,000 per student, where SISD received \$150 per student.
- The report of the SISD Diversity and Inclusion Team indicates that parents of diverse populations in Sunnyvale feel somewhat disconnected from school-rated activities and are seeking better representation.



SUMMARY

PRIMARY, FORMAL

Historical Research - Demographics

PRIMARY, INFORMAL

Reports from Advisory Teams:

- Diversity Team
- Recruitment and Retention Team, including a SWOT analysis
- Funding and Finance Team

Analysis of:

- SISD Job Fair
- Finance Team Class Size Analysis

SECONDARY, FORMAL

Internet Research on ESSER Funding

SECONDARY, INFORMAL

Article Research on:

- Teacher Profession
- Inflation
- Fast Growth Allotment

- Culture - positivity & connectedness
- Supportive parents
- Whole child mentality
- Family atmosphere
- Everyone knows your name and your value is recognized
- Space to be yourself / freedoms as a teacher
- Forward thinking
- Push for students to rise above state standards

- People being stretched thin - wearing multiple hats
- SHS teachers responsible for multiple preps
- Expectations of parents
- Difficult to balance work and family
- Lack of clarity of expectations
- Need for more time to plan instruction
- Desire for more flexibility
- Seeking more money

- Build our brand around our strengths
- Focus on retention of teachers
- Emphasis on marketing
- Share the stories of our diverse population
- Encourage our staff & community to help us share the brand
- Share our stories on social media
- Think about the perception we share with our students
- Teacher have opportunity to bring their children
- Explaining TRS to students
- Recruiting with our SMS & SHS students

- Other schools find graduates first
- Other careers are more appealing to graduates
- Perceptions of educators/education
- Make sure we have sustained support systems in place - beyond the first few years
- Jobs with multiple hats
- Benefits available in other industries
- Sometimes the small size is intimidating
- Students looking for ways to make "fast money"
- Focus on "me" rather than on investing in others

RESEARCH FINDINGS

Based on information provided by the SISD Finance Team, increasing salaries will help keep class sizes below state average.

Because the cost per student (and thus class sections) is related to the cost per teacher, an increase in this funding will help keep classes below the state standard.

Smaller class sizes is a long-standing priority of the SISD Board of Trustees and leadership, which reflects the community's desires.

Positions Needed Include: Fine Art position (Band) in 23 - 24 Central office position in 24 - 25 Second Athletic Trainer Provides capacity for future needs Additional positions will contribute to district's desire to add to Advanced Academics, Gifted and Talented in Primary Grades, AP & Honors at Secondary Levels.



SUMMARY

SISD's Safety and Security Team met just following the Uvalde, Texas school shooting in the spring of 2022. The team consists of community members who are involved in or are members of local law enforcement, school security personnel and leadership. They and recommended adding a third School Safety Personnel unit. The Facilities Team recommended an additional safety need is to replace the 10-year old turf at the football stadium, which is a current safety risk to athletes. (Partial one time of turf replacement at stadium (\$300,000 from M & O). This would be a one-time expenditure.)

Disparities in Elementary and Secondary School Emergency Relief (ESSER) funds have left Sunnyvale with dramatically less than neighboring districts. Because the amount of funding was based on the percentage of students receiving free or reduced meals, some districts received as much as \$2,000 per student, where SISD received \$150 per student. The perception that SISD received a large sum of ESSER funds is something SISD has to educate parents about and dispel.

According to a September 20, 2022 NBC-5 (KDFW-TV) story, "...nearly 43,000 Texas teachers have left the profession within the last year, according to the Texas-American Federation of Teachers (Texas-AFT). That amounts to approximately 13% of the 320,000 teachers that Texas public schools employ, according to figures provided by the Texas Education Agency."

PLANNING

GOAL:

Pass a Voter-Approved Tax Ratification Election that will enhance the goals of the Sunnyvale ISD Strategic Plan in November 2022.

OBJECTIVES:

Six objectives supported the goal of the plan. Each were adjusted based on voter demographics, along with strategies and key messages.

OBJECTIVE 1: 51% of voters in Sunnyvale who are over 65 years of age will vote in favor of a VATRE by the end of Election Day, November 8, 2022.

OBJECTIVE 2: 51% of Sunnyvale ISD parents who are voters in the Town of Sunnyvale will vote in favor of a VATRE by the end of Election Day, November 8, 2022.

OBJECTIVE 3: 51% of employees of Sunnyvale ISD who are voters in Sunnyvale will vote in favor of a VATRE by the end of Election Day, November 8, 2022.



SUMMARY

OBJECTIVE 4: 51% of business owners, employers or individuals who work in the Town of Sunnyvale and who are voters in the Town of Sunnyvale will vote in favor of a VATRE by the end of Election Day, November 8, 2022.

OBJECTIVE 5: 51% of members of the Asian-American community who are voters in the Town of Sunnyvale will vote in favor of a VATRE by the end of Election Day, November 8, 2022. November 8, 2022.

OBJECTIVE 6: 51% of members of the African-American community who are voters in the Town of Sunnyvale will vote in favor of a VATRE by the end of Election Day, November 8, 2022.

EXAMPLE STRATEGY

(each objective was given its own strategy, tactics and key messages based on demographic.)

Audience/Public: Voters in Sunnyvale who are over 65 years of age.

Communication Strategy - Senior Community Education:

Ensure the 65-over voters of Sunnyvale understand that their taxes will not increase with a VATRE by through targeted meetings, mailings, videos, PAC engagement, signage and social media.

Key Messages:

Tax levy is frozen for voters over 65 or disabled.

Sunnyvale ISD students deserve the best teachers.

Sunnyvale ISD believes in maintaining class sizes below the state average.

Sunnyvale ISD student programs are robust and future-ready.

Sunnyvale ISD prioritizes safety.



SUMMARY

KEY MESSAGES

Key messages and tactics changed slightly per objective (and thus, voting demographic), but in general were largely the same. These messages were:

- Sunnyvale ISD students deserve the best teachers.
- Sunnyvale ISD believes in maintaining class sizes below the state average.
- Sunnyvale ISD student programs are robust and future-ready.
- Sunnyvale ISD prioritizes safety.

TACTICS

Tactics:	Budget	Assigned	Timeline	Evaluation
<ul style="list-style-type: none"> • Community Forums, Neighborhood Meetings at neighborhood homes • Meet with Volunteer Groups 	N/A N/A	S, AS S, AS	September -November	Win Election - VATRE Passes
<ul style="list-style-type: none"> • Two direct mailings targeted to demographics • Hand Outs 	\$6500 \$1,100	DoCM DoCM	October and November October	
<ul style="list-style-type: none"> • VATRE Microsite • Weekly VATRE E-News • Social Media Schedule: <ul style="list-style-type: none"> ◦ #MyTeacherMonday ◦ #TeachMeTuesday ◦ #QuestionoftheWeek - Wed. ◦ TBT -Thurs. ◦ Weekly E-News posts 	\$276 N/A N/A	DoCM DoCM DoCM	August Weekly Daily	
<ul style="list-style-type: none"> • VATRE Explainer Video • Five videos - each targeting a different demographic 	\$99 5 videos - \$1.000	DoCM DoCM	September October	
<ul style="list-style-type: none"> • Signage – pop ups, meeting signage, scoreboard videos for all home stadium 	\$925	DoCM	October - Election	
<ul style="list-style-type: none"> • VOTE YES signs • VOTE YES mailings 	N/A N/A	PAC PAC	October - Election	

S= Superintendent
AS = Assistant Superintendent
DoCM = Director of Communications and Marketing
PAC= Political Action Committee



SUMMARY

ELECTION RESULTS

The Sunnyvale ISD VATRE passed!

Sunnyvale Independent School District Proposition A Sunnyvale ISD						
Vote For 1						
	TOTAL	VOTE %	EV-In Person	EV Mail	EV-ED Provisional	Election Day
For	1,843	54.06%	1,342	35	3	463
Against	1,566	45.94%	1,078	21	2	465
Total Votes Cast	3,409	100.00%	2,420	56	5	928

Detailed Results:

In Region 10: Three out of five school district referendums passed. SISD had the highest passing rate of any school referendum in Region 10 at 54%.

In North Central Texas: SISD was one of eight school referendums. Our district was one of four that passed. We had the second highest passing rate.

Statewide: There were 36 VATREs in the state of Texas during the November 2022 election cycle. 17 of the 36 VATRE's passed. SISD had the second-highest passing rate in all of Northeast Texas. Our district ranked mid-way through the pack for all of Texas.

POST VATRE SURVEY RESULTS

Post VATRE Survey

Number of Responses: 172

Distributed: November 17, 2022 to 2,767 e-mail addresses via Blackboard Messaging

We conducted a post-election survey to evaluate voter sentiment on a variety of issues. We wanted to find out what led voters to vote the way they did and what marketing strategies they preferred. While this survey was not terribly scientific, it at least provided some qualitative information on voter feelings about the school district and our strategies.

- From the survey, we learned that parents liked the videos, our social media plan, our mailers and the content we delivered via SISD E-News. However, we also learned that our voters wanted further transparency on exactly what the additional funding gained from the tax increase would be spent at SISD.

- The survey evaluated each communication function of the campaign, including the tactics.



ADDITIONAL SUPPORT MATERIAL

COMMUNITY MEETINGS

Community Meetings, Staff Meetings, Neighborhood Meetings and Events



Join Us for Our Community Meetings

Sunnyvale Chamber of Commerce Business Expo
Thurs., September 22 at 5:30 p.m.
at Sunnyvale Park Square
Stop by our information booth!

SISD Board of Trustees Meeting
Monday, September 26, 2022
7:00 PM

Community Meeting at the Chelagiri Family Home
Friday, September 30, 2022
6:30 PM
Join Superintendent Williams and Dr. Morgan for an information session at the home of Roby and Dimple Chelagiri: 378 Ash Brook Lane, Sunnyvale, Texas 75182.

National Night Out
Tuesday, October 4, 2022
Sunnyvale Town Centre Park
Stop by our information booth!

Community Meeting at Lassen Family Home
Thursday, October 6, 2022
6:30 PM
Join Superintendent Williams and Dr. Morgan for an information session at the home of David and Jill Lassen: 412 Duxbury Court, Sunnyvale, Texas 75182.


Homecoming - PTA Carnival
Saturday, October 8, 2022
Raider Stadium Parking Lot
Stop by our information booth!




ADDITIONAL SUPPORT MATERIAL

DIRECT MAIL

Direct Mail 1





SAMPLE BALLOT

SUNNYVALE INDEPENDENT SCHOOL DISTRICT SPECIAL ELECTION PROPOSITION A

FOR

AGAINST

Ratifying the ad valorem tax rate of \$1,374.66 per \$100 valuation in Sunnyvale Independent School District for the current year, a rate that will result in an increase of 3.49% in maintenance and operations tax revenue for the district for the current year as compared to the preceding year, which is an additional \$554,518.

This will result in a 3.26% increase in our property tax rate.

This will leave our new tax rate 14.5¢ lower than three years ago.

Frequently asked questions about the Sunnyvale ISD Voter-Approval Tax Ratification Election:

WHAT IS A VOTER-APPROVAL TAX RATIFICATION ELECTION (VATRE)?
The basic concept behind a VATRE is to allow local voters to decide whether they want to pay a little more in local property taxes in order to provide additional funding for operations of the local public schools. The Sunnyvale ISD VATRE would generate additional general operating revenue to help in funding priorities that are aligned with the community-developed and board-adopted SISD Strategic Plan, which was created by a group of 150 Sunnyvale community members, teachers, parents, administrators and students.

HOW ARE SCHOOL TAXES LEVIED?
School taxes are levied in two parts: Maintenance and Operations, which fund general operations - like building maintenance and salaries, and Interest and Sinking which funds debt service. The tax rate is set by the district's Board of Trustees.

WHAT IS CURRENT TAX RATE?
Our current tax rate is \$1,342 per \$100 in property value evaluation - that's almost 18¢ lower than three years. Again, with passage of the VATRE, the SISD property tax rate will still remain 14.5¢ lower than 2019.


WHY DOES THE SCHOOL DISTRICT SAY THAT THE TAX RATE HAS GONE DOWN WHILE MY TAX BILL CONTINUES TO INCREASE?
The total taxes owed by taxpayers is determined by two factors, the tax rate set by the taxing entities multiplied by the appraised value of the taxpayer's home. With rising property values in our community, the total amount of taxes are increasing even though SISD has lowered tax rates to help homeowners dealing with their property value increases.

HOW MUCH WILL THE VATRE COST SUNNYVALE ISD HOMEOWNERS?
If passed, voters would see a 3.26% increase on their annual taxes. However historically, SISD's tax rate has consistently fallen. This tax rate increase will result in a tax increase of \$163 annually for a \$500,000 home - 14.5¢ lower than three years ago.


WHAT IS SISD'S CURRENT FINANCIAL STATUS?
Thanks to sound financial stewardship, SISD has successfully opened three campuses and additions to our facilities since 2008, beginning with a new high school. A competition-level auditorium, expanded seating at Raider Stadium and new cutting-edge classrooms at SIS were built in 2017, along with the Sunnyvale Intermediate School. We've earned a superior rating (the highest possible rating) from the Texas Education Agency's Financial Integrity Rating System of Texas each year since the program began.

HOW WILL THE VATRE AFFECT VOTERS 65 AND OLDER OR DISABLED?
Homeowners 65 and older will see no increase in their property tax rate now or in the future due to the senior citizen homestead exemption - causing homesteaded exemptions are filed with the county appraisal district to freeze their tax levy.

SUNNYVALE ISD HAS SO MUCH GROWTH. WHY DOES THE SCHOOL DISTRICT NEED MORE FUNDING?
Funding for schools is not based solely on property tax collections. Funding for schools happens through a complicated state funding formula based on the number of students in attendance each day. This is called Weighted Average Daily Attendance (WADA). It should be noted that because of Texas school finance system, an increase in local property tax collections results in school districts receiving less in state aid. Basically, tax revenue from your increase in property values goes to the state, and not SISD.



Scan QR code for more information.



www.SISDVATRE.com

Official voter guide for Sunnyvale ISD voters.

IMPORTANT: Please make sure you go all the way through to the end of the ballot to vote in the Sunnyvale ISD special election.

**Early Voting is
October 24 – November 4
Election Day is
Tuesday, November 8**

Early voting locations:

Location TBD
Address TBD

Lakeside Activity Center
101 Halley Park Drive, Mesquite

Eastfield Campus-Dallas College
3737 Moffley Drive, Mesquite

Florence Recreation Center
2501 Whitson Way, Mesquite

Election day location:

Sunnyvale Town Hall
127 N Collins Road, Sunnyvale

**Have your voice heard.
Don't forget to vote.**

**The Sunnyvale ISD Tax Ratification Election:
Developed by citizens from across our community
to maintain academic excellence for every student.**

"On November 8, Sunnyvale ISD residents will have the opportunity to vote in a special Voter-Approval Tax Ratification Election. If passed, the VATRE funds would be used to ensure our class sizes are below the state average, provide the competitive salaries necessary to retain and recruit the best teachers, maintain robust student programs and course offerings, and augment campus safety with additional campus security personnel.

These priorities are aligned with the board-adopted Sunnyvale ISD Strategic Plan, which was created by a diverse group of 150 Sunnyvale community members, teachers, parents, administrators and students.

If the VATRE is approved, homeowners would see a 3.26% increase in their property tax rate - that's \$13.58 a month for a \$500,000 home. Due to our best practices approach to managing your tax dollars, our property tax rate will remain 14.5¢ lower than three years ago.

Please become an informed voter by taking a moment to review the VATRE facts in this brochure. I look forward to seeing you on Election Day."

Doug Williams
Sunnyvale ISD Superintendent

**Impact of TRE on Sunnyvale ISD taxpayers:
\$13.58 per month for \$500,000 home**

SISD property tax rate will remain 14.5¢ lower than three years ago.

- Homeowners 65 and older will see no increase in their property tax rate now or in the future due to the senior citizen homestead exemption.
- Our best practices approach has helped Sunnyvale ISD earn the highest ranking possible from the state's Financial Integrity Rating System for transparency and management of tax dollars.





How the Voter-Approval Tax Ratification Election will impact our schools, students & teachers:

Ensure Sunnyvale class sizes remain below the state average.
Small class sizes has been a community desire since the school district's earliest days. Sunnyvale ISD, its leadership and parents value the continuation of this decades-old tradition.

Provide competitive salaries for Sunnyvale teachers.
Sunnyvale ISD and our Board of Trustees want to keep our gifted teachers in Sunnyvale and understand providing competitive salaries is vital and necessary to retaining and recruiting the best and brightest educators.

Maintain robust student programs and course offerings for Sunnyvale students.
Funds from the VATRE would allow our district to continue offering a well-rounded list of student programs and courses that meet Sunnyvale ISD's mission to engage, equip and empower all learners for life-long success.

Augment student safety and wellness needs for every school.
Sunnyvale ISD is planning to add additional campus security personnel around all campuses in order to enhance district security for every student and teacher.

DIRECT MAIL

Direct Mail 2



417 E. Tripp Road
Sunnyvale, TX 75182

What the Sunnyvale ISD Voter-Approval Tax Ratification Election will fund for our teachers & growing student enrollment:



Small class sizes in every school



Competitive teacher salaries



Robust academic & extracurricular programs



Additional campus security personnel

The Sunnyvale ISD Voter-Approval Tax Ratification Election was developed based on the needs of students, teachers & taxpayers.

Impact of TRE on Sunnyvale ISD taxpayers: \$13.58 per month for \$500,000 home

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SUNNYVALE INDEPENDENT SCHOOL DISTRICT SPECIAL ELECTION PROPOSITION A

FOR

AGAINST

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This will result in a 3.26¢ increase in our property tax rate.

Sunnyvale ISD's property tax rate will remain 14.5¢ lower than the tax rate of four years ago.

Early voting is October 24 – November 4. Election Day is Tuesday, November 8. You can vote early and on Election Day at Sunnyvale Town Hall at 127 N. Collins Road.

Don't forget to go all the way through to the end of the ballot to vote in the Sunnyvale ISD special election.

www.SISDVATRE.com



Scan QR code for more information.



ADDITIONAL SUPPORT MATERIAL

HAND OUT

Handout - bi-fold

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\$13.58 per month for \$500,000 home**

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- Our best practices approach has helped Sunnyvale ISD earn the highest ranking possible from the state's Financial Integrity Rating System for transparency and management of tax dollars.



SISD property tax rate will remain 14.5¢ lower than three years ago.



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The Sunnyvale ISD Tax Ratification Election:
Developed by citizens from across our community to maintain academic excellence for every student.

“On November 8, Sunnyvale ISD residents will have the opportunity to vote in a special Voter-Approval Tax Ratification Election. If passed, the VATRE funds would be used to ensure our class sizes are below the state average, provide the competitive salaries necessary to retain and recruit the best teachers, maintain robust student programs and course offerings, and augment campus safety with additional campus security personnel.

These priorities are aligned with the board-adopted Sunnyvale ISD Strategic Plan, which was created by a diverse group of 150 Sunnyvale community members, teachers, parents, administrators and students.

If the VATRE is approved, homeowners would see a 3.26¢ increase in their property tax rate rate – that’s \$13.58 a month for a \$500,000 home. Due to our best practices approach to managing your tax dollars, our property tax rate will remain 14.5¢ lower than three years ago.

Please become an informed voter by taking a moment to review the VATRE facts in this brochure. I look forward to seeing you on Election Day.”

Doug Williams
Sunnyvale ISD Superintendent

How the Voter-Approval Tax Ratification Election will impact our schools, students & teachers:

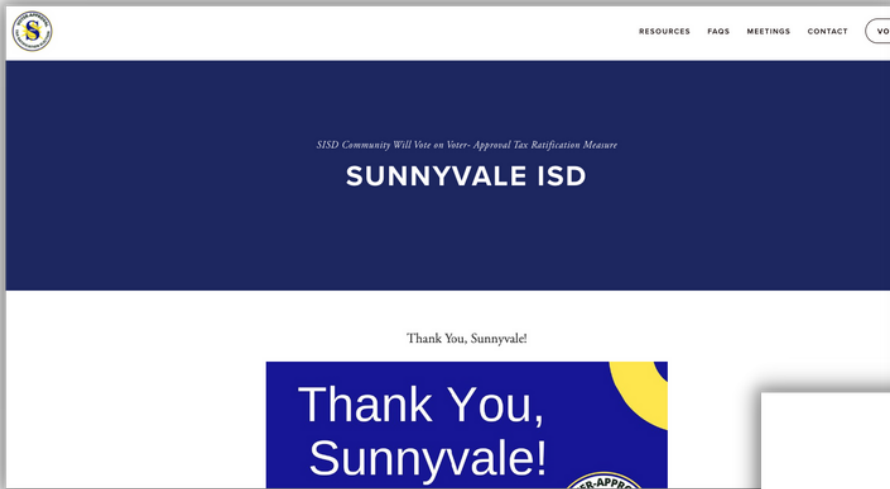
High school students in class	Ensure class sizes in every Sunnyvale ISD school remain below the state average.
Provide the competitive salaries for Sunnyvale ISD teachers necessary to retain and recruit the best and brightest educators.	
	Maintain robust student programs and course offerings to meet Sunnyvale ISD’s mission to engage, equip and empower every student for life-long success.
Augment student safety and district security needs with additional campus security personnel around each campus.	



ADDITIONAL SUPPORT MATERIAL

WEBSITE

VATRE Micro-site



MOST COMMONLY ASKED QUESTIONS

WHAT IS A VOTER-APPROVAL TAX RATIFICATION ELECTION (VATRE)?

Similar to Tax Ratification Elections before them, the basic concept behind VATRE is to allow local voters to decide whether they want to pay a little more in local property taxes in order to provide additional funding for operations of the local public schools. VATR elections must be in November.

A VATRE in Sunnyvale ISD would generate additional general operating revenue to help in funding priorities that are aligned with the community-developed and board-adopted SISD Strategic Plan, which was created by a group of 150 Sunnyvale community members, teachers, parents, administrators and students.

HOW MUCH WILL THE VATRE COST SUNNYVALE RESIDENTS?

If passed, voters would see a \$0.326 increase on their annual taxes. However historically, SISD's tax rate has consistently fallen. This tax rate increase will result in a tax increase of \$163 annually for a \$500,000 home.

WHAT WILL THE VATRE FUNDS?

This election would provide what has always meant the most to Sunnyvale

TAKE ACTION

You can make a difference in Sunnyvale ISD with your vote.

ELECTION DAY IS TUESDAY, NOVEMBER 8, 2022
SUNNYVALE TOWN HALL

EARLY VOTING

Early voting begins on October 24.

VOTE BY MAIL

<https://www.votermx.gov/voting-by-mail/index.html>

REQUIREMENTS

Registered voters are now required to present an approved form of photo ID when voting in person. Be sure to confirm your form of photo ID before you vote.

The Vision for Sunnyvale ISD

Watch on YouTube

The Sunnyvale Standard

Watch on YouTube

Voting information

Voting will take place at Sunnyvale Town Hall.

Check Register to register to vote - due by day to register is October 15, 2022.

Register to Vote

Early voting October 24 - November 4

Election Day November 8

[Learn more](#)

What Will the TRE fund?

- Ensure Sunnyvale class sizes are below the state average. This has been a community desire since the school district's earliest days. SISD and its leadership value this tradition.
- Provide competitive salaries for Sunnyvale teachers. SISD and its leadership want to keep their gifted teachers in Sunnyvale because they understand the value of quality education. Recruiting the best and brightest teachers is also a key goal for SISD.
- Maintain robust student programs and course offerings for Sunnyvale students. Offering a well-rounded list of student programs and courses across SISD's mission to engage, equip and empower all learners for life-long success.
- Augment student safety and wellness needs. SISD is planning to add additional perimeter around campus in order to enhance district security.

VATRE Expenditures Aligned With Strategic Plan

- Longevity pay for SISD employees at specified 'milestone' years & consider signing bonus for new employees:
 - \$300,000 for 22-23 school year
 - Budgeted \$100,000 annually beginning 23-24

Strategic Plan 2.1.5.1
- Continue to enhance salaries for support positions based on market. Continue raise pattern of two to three percent every year.

Strategic Plan 2.1.5.1
- Maintain class sizes below state averages.

Strategic Plan 3.21.4.1
- Continue to build Advanced Academics: GT in Primary Grades, Advanced Placement & Honors in Secondary.

Strategic Plan 3.1
- Add additional Fine Arts position in 23-24.

Strategic Plan 2.1
- Add second Athletic Trainer in 23-24.

Strategic Plan 2.1.6.2
- Add additional security personnel to enhance district security in 23-24.

Strategic Plan 2.1.6.2
- Partial one time of turf replacement at Raider Stadium (\$300,000 from Maintenance & Operations); one time expenditure.

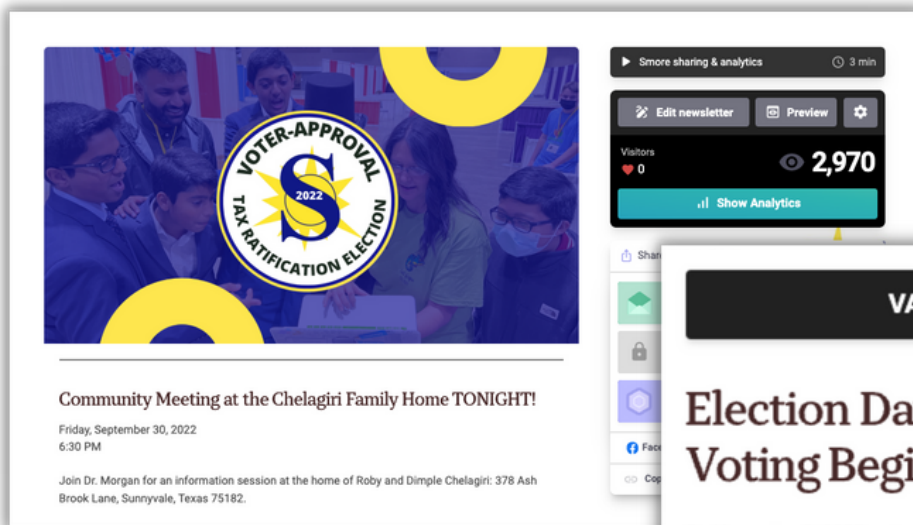
Strategic Plan 6.2

Please visit full site at sisdvatre.com.



E-NEWSLETTER

VATRE Weekly E-News
www.smore.com/sc4dg



Smore sharing & analytics 3 min

Edit newsletter Preview

Visitors 2,970

Show Analytics

Community Meeting at the Chelagiri Family Home TONIGHT!

Friday, September 30, 2022
6:30 PM

Join Dr. Morgan for an information session at the home of Roby and Dimple Chelagiri: 378 Ash Brook Lane, Sunnyvale, Texas 75182.

VATRE Frequently Asked Questions

Election Day is November 8; Early Voting Begins October 24

On November 8, 2022, voters in the Town of Sunnyvale will have the opportunity to vote in a special Voter-Approval Tax Ratification Election. If passed, the VATRE would generate additional general operating revenue funding measures that would support SISD's Strategic Plan.

Check Out This Video That Explains the VATRE



Sunnyvale VATRE 720p 220922 explnr

Sunnyvale's Strategic Planning Team

goals & objectives

LONG-RANGE VISION

Watch on YouTube

Have Questions? Visit Our Informational Website!

desire to retain and recruit the best educators. To
st present a competitive compensation package to not
vide longevity pay for veteran faculty and staff.

ers," Superintendent Doug Williams said. "Our
r district must hire excellent educators and value our
ed by the VATRE are a direct reflection of the

riorities of the Sunnyvale community including:
age (a long-standing philosophy of the district's
student programs and course offerings, and securing

e on their annual taxes. However historically, SISD's tax
rease will result in a tax increase of \$163 annually for a

nity developed and board-adopted SISD Strategic Plan,
ale community members, teachers, parents,



ADDITIONAL SUPPORT MATERIAL

SOCIAL MEDIA

#MyTeacherMonday

Facebook

Sunnyvale Independent School District
Published by Emily White · November 7 at 10:00 AM · 🌐

👍👍👍 What Makes Mrs. Nester So Special? Well, there are thousands of things, really. But check out what our colleague Brooke Hobbs said about her in today's feature.

🗣️ You may have heard that the Nesters are experiencing a tough time. Their son, Sam, was diagnosed with Leukemia. There are several ways you can help this Raider family, but supporting the SES Turkey Trot is one (it benefits the Nesters). Also, you can make a donation at Trinity Capital Bank - an account has been set up to support the Nesters during this time. We are so grateful for the support of our community, who always helps our Raiders in need. THANK YOU! ❤️

What Makes SISD Teachers So Special?

Mrs. Nester works tirelessly to help teachers and students. She makes sure that others' needs are met and cares for others selflessly. She is always available with open arms and a warm smile. She helps make Sunnyvale ISD a family, not just a place to work.

Kristen Nester
Texas Reading Academy
Literacy Instructional Specialist

Brooke Hobbs, SES

#SUNNYVALETEACHERS #RAIDERSRISE

1,791 People reached 200 Engagements +2.7x higher Distribution score

64 16 comments

Instagram

Sunnyvale ISD

What Makes SISD Teachers So Special? Check Out What Their Colleagues Say! #RaidersRise

sammylvive She is an SHS legend

Jens.Lmoore Ww Mrs. Fisher!!!!

What Makes SISD Teachers So Special?

Becky Fisher would do anything for anyone! She is the rock of this high school! She is THE BEST mentor!

-Deniese Cornelison SHS

Becky Fisher
SHS Teacher

#SUNNYVALETEACHERS #RAIDERSRISE

38 likes OCTOBER 24

Twitter

Sunnyvale ISD @SunnyvaleISD · Sep 5

What makes SISD Teachers So Special? Learn from their co-workers! #SunnyvaleTeachers #RaidersRise

What Makes SISD Teachers So Special?

Bria brings joy and fun to everything she does. She is a great leader and role model for our students.

-Jill McDill
SHS Girls' Athletic Director

Bria Johnson
Math Teacher/Girl's Coach
Sunnyvale High School

#SUNNYVALETEACHERS #RAIDERSRISE

7



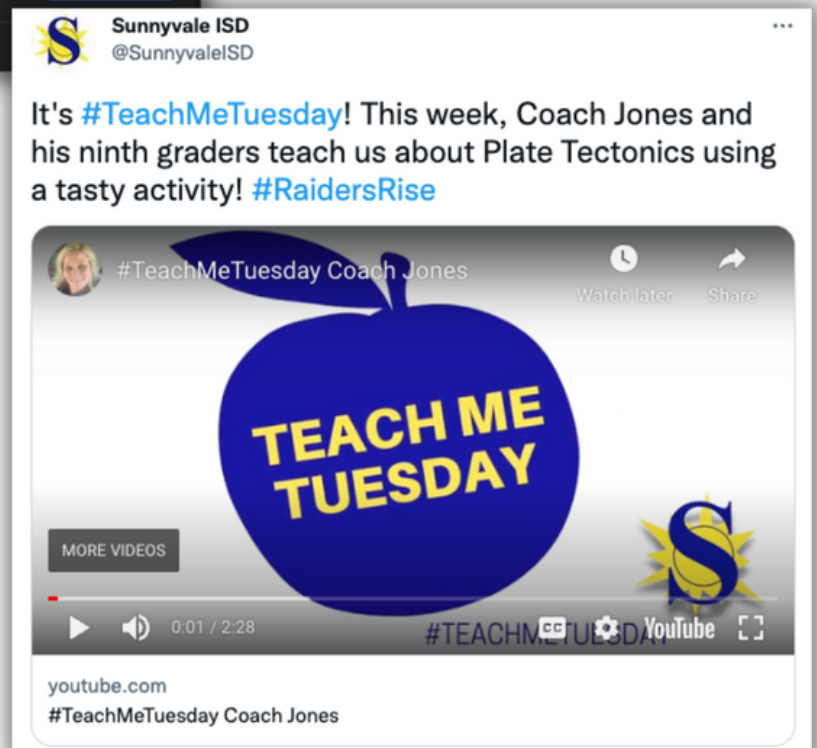
ADDITIONAL SUPPORT MATERIAL

#TeachMeTuesday

Facebook



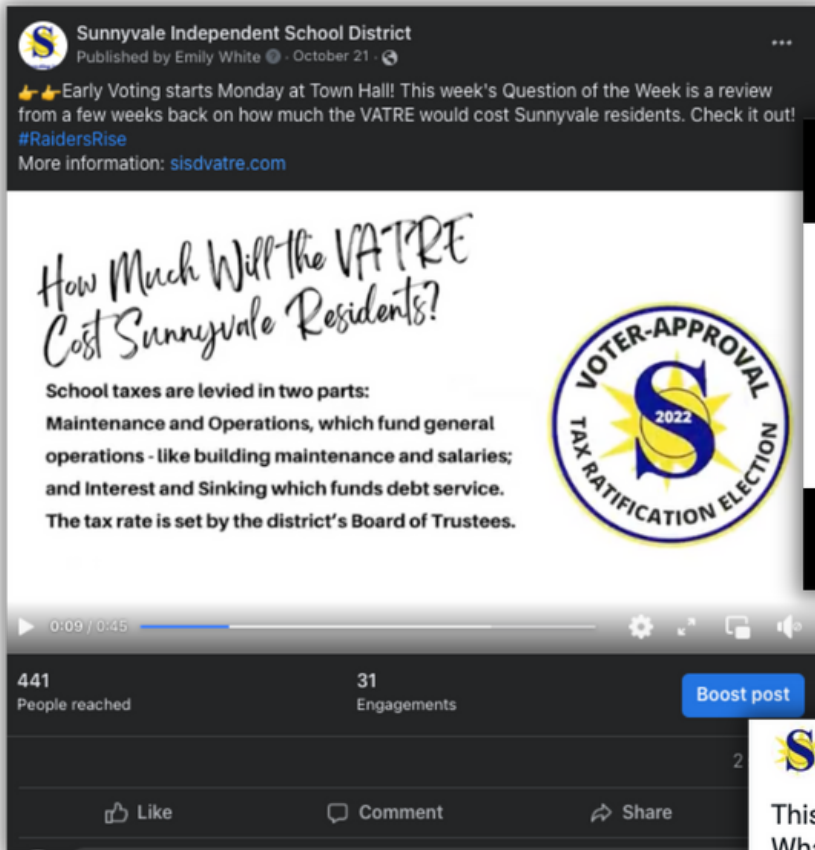
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ADDITIONAL SUPPORT MATERIAL

Wednesday: VATRE Question of the Week

Facebook




Sunnyvale Independent School District
Published by Emily White · October 21

👉👉 Early Voting starts Monday at Town Hall! This week's Question of the Week is a review from a few weeks back on how much the VATRE would cost Sunnyvale residents. Check it out! [#RaidersRise](#)
More information: sisdvatre.com

How Much Will the VATRE Cost Sunnyvale Residents?

School taxes are levied in two parts:
Maintenance and Operations, which fund general operations - like building maintenance and salaries; and Interest and Sinking which funds debt service.
The tax rate is set by the district's Board of Trustees.



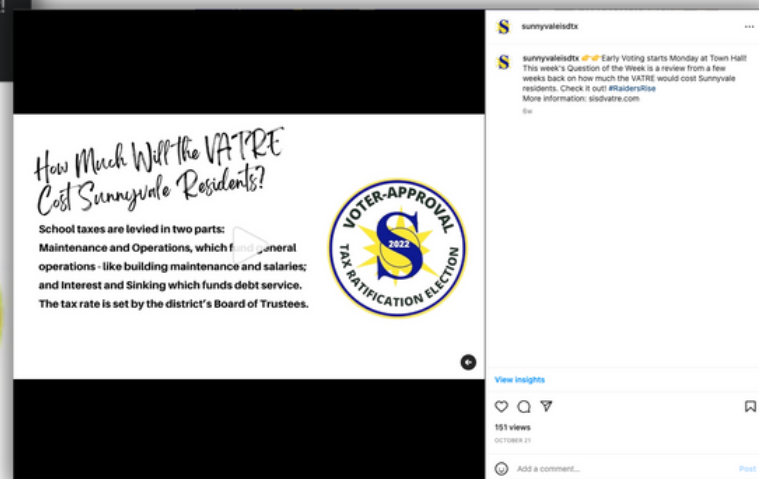
0:09 / 0:45

441 People reached 31 Engagements

Like Comment Share

Boost post

Instagram




sunnyvaleisdtx

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How Much Will the VATRE Cost Sunnyvale Residents?

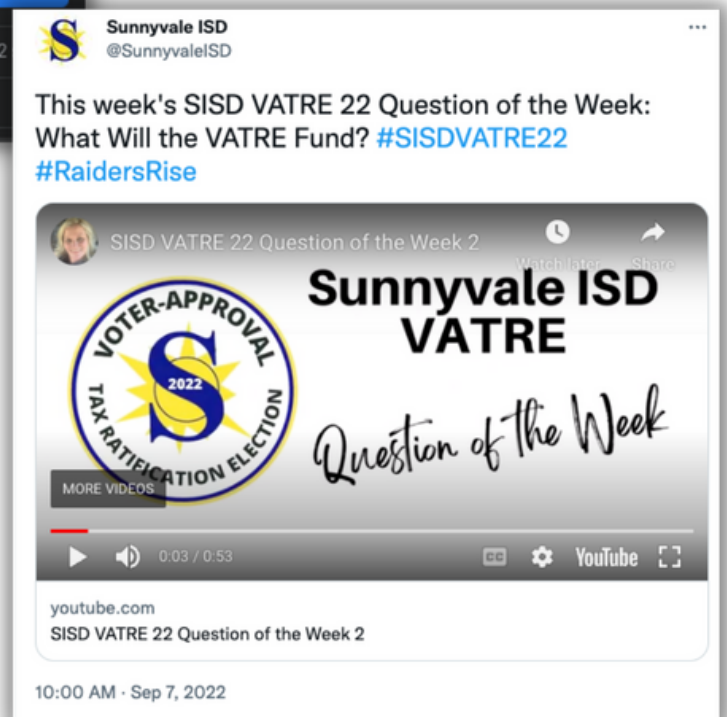
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Maintenance and Operations, which fund general operations - like building maintenance and salaries; and Interest and Sinking which funds debt service.
The tax rate is set by the district's Board of Trustees.



151 views
OCTOBER 21

Add a comment...

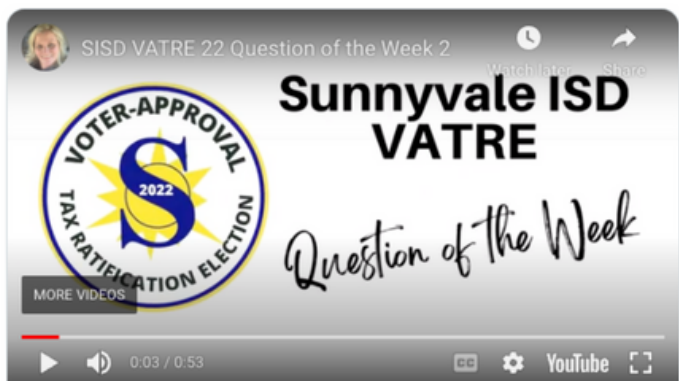
Twitter



Sunnyvale ISD
@SunnyvaleISD

This week's SISD VATRE 22 Question of the Week: What Will the VATRE Fund? [#SISDVATRE22](#)
[#RaidersRise](#)

SISD VATRE 22 Question of the Week 2



Sunnyvale ISD VATRE
Question of the Week

0:03 / 0:53

youtube.com
SISD VATRE 22 Question of the Week 2

10:00 AM · Sep 7, 2022



ADDITIONAL SUPPORT MATERIAL

Thursday: TBT

Facebook

Sunnyvale Independent School District
Published by Emily White · October 20 · 🌐

#tbtraiders 🌟🌟🌟

TAG YOURSELF!

#THROWBACK THURSDAY

RPMB Tuba Christmas in Dallas 2018.

#RAIDERSRISE#TBT

353 People reached 9 Engagements -1.9x lower Distribution score [Boost post](#)

Instagram

TAG YOURSELF!

#THROWBACK THURSDAY

SMS Engaged Learning Unit 2018

#RAIDERSRISE#TBT

sunnyvaleisdtx

sunnyvaleisdtx Learning has always been WILD in SISD! #TBT

10w

Idstovall This was so much fun!!!

10w · 1 like · Reply

View insights

24 likes

SEPTEMBER 22

Add a comment...

Twitter

Sunnyvale ISD @SunnyvaleISD · Sep 8

#TBT! We've got spirit, yes we do! Cheer 2012

TAG YOURSELF!

#THROWBACK THURSDAY

SHS Cheer 2012

#RAIDERSRISE#TBT

1 2



ADDITIONAL SUPPORT MATERIAL

Friday: Weekly E-News Notification (which included VATRE Updates)

Facebook



Sunnyvale Independent School District
Published by Blackboard 4-2 · October 21 ·

Sunnyvale ISD E-News, October 21, 2022: <https://www.smore.com/d81ur>



October 21, 2022

256 People reached 7 Engagements ↓ -2.5x lower Distribution score Boost post

Like Comment Share

Comment as Sunnyvale Independent School District

Twitter



Sunnyvale ISD @SunnyvaleISD · Sep 9
Sunnyvale ISD E-News, September 9, 2022: smore.com/ncyu9



NEWS News
i Information
15 Dates
Click the link for this week's news, information and dates.

Reply Retweet Like Share Analytics

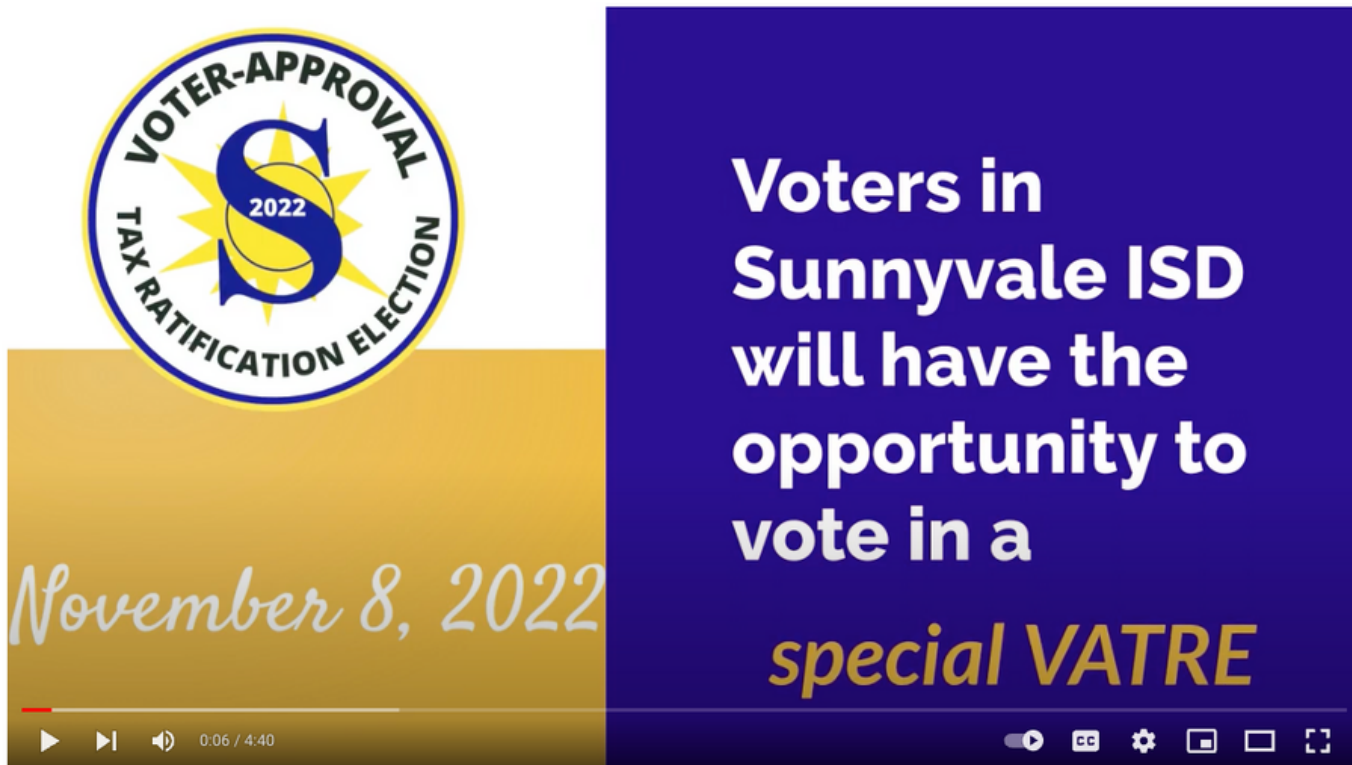


ADDITIONAL SUPPORT MATERIAL

VIDEO

VATRE Explainer Video- distributed via E-news, social media, VATRE website. This video gave an overview of the purpose and structure of the VATRE.

Link to full video: <https://youtu.be/Gi-1nSVS6xo>

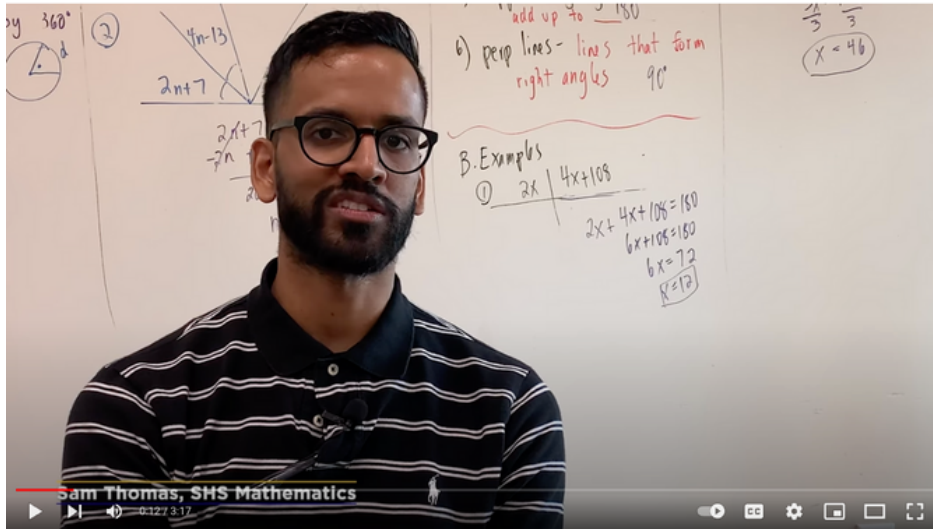


ADDITIONAL SUPPORT MATERIAL

VATRE Video Series distributed via E-news, social media, VATRE website.

Video 1 - Introductory video targeting all voters.

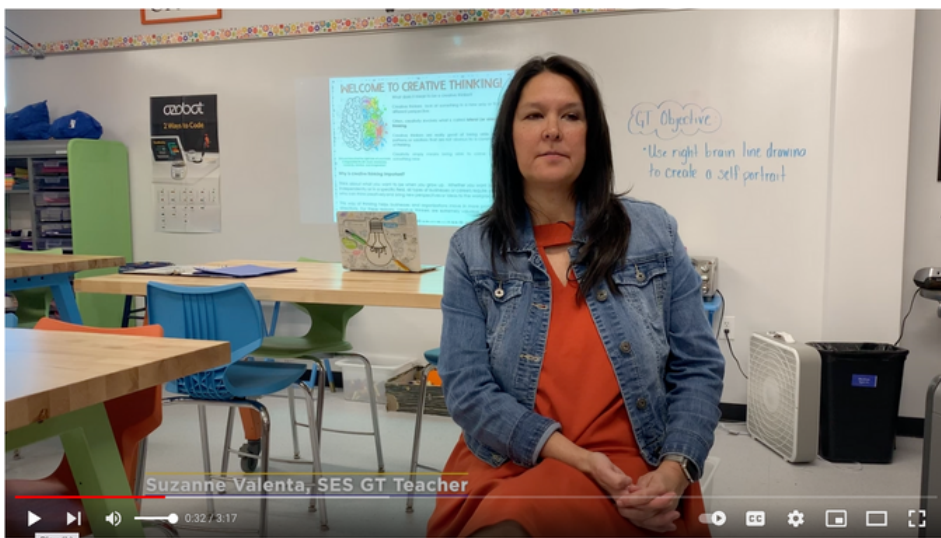
Link: <https://youtu.be/s9ikeGh4Ltq>



VATRE Video Series distributed via E-news, social media, VATRE website.

Video 2 - The Sunnyvale Family: What makes our teachers so special. Target - teacher who live in Sunnyvale, parents.

Link: <https://youtu.be/qcxRnchyzek>



IMPLEMENTATION

VATRE Video Series distributed via E-news, social media, VATRE website.

Video 3 - The Safety of All Raiders: video about safety initiatives and the need for a third security personnel unit. Target: all voters, parents, Asian-American voters.

Link: https://youtu.be/z_3j7pnCALc



VATRE Video Series distributed via E-news, social media, VATRE website.

Video 4 - Two Superintendents, One Vision- video about the overall vision of the district through the eyes of long-time superintendent Gwinn Blankenship (Mr. B) and Superintendent Doug Williams. Target: voters over 65.

Link: <https://youtu.be/BAq2ZInpTRk>



Two Sunnyvale Superintendents: One Vision



IMPLEMENTATION

VATRE Video Series distributed via E-news, social media, VATRE website.


Video 5 - Champions in Life- video about Bria Johnson, a Sunnyvale alum who has returned to SHS to coach basketball under her mentor and former coach and now friend, Jill McDill. Target: African-American voters.

Link: <https://youtu.be/jQo3uP3TRlc>




TACTICS

Pop-Up Signage: displayed at the entrance to each SISD campus and the administration building.



**The Sunnyvale ISD Tax Ratification Election:
Developed by citizens from across our community
to maintain academic excellence for every student.**




**How the Voter-Approval Tax Ratification Election
will impact our schools, students & teachers:**

- Ensure class sizes in every school remain below the state average.
- Provide the competitive salaries for Sunnyvale ISD teachers necessary to retain and recruit the best and brightest educators.
- Maintain robust student programs to meet our mission to engage, equip and empower every student for life-long success.
- Augment student safety and district security needs with additional law enforcement personnel around each campus.

**Impact on Sunnyvale ISD taxpayers:
\$13.58 per month for \$500,000 home.
Tax rate will remain 14.5¢ lower than four years ago.**

**Early Voting is October 24 – November 4
Election Day is Tuesday, November 8
www.SISDVATRE.com**



Scan QR code
for more
information.