

# Case Study Kingsway Regional Schools District-Wide Improvements Referendum

As a consultant to the District, Interactive Dialogue developed and executed a comprehensive referendum campaign for a \$25.4 million facilities improvement campaign, along a 13-week Master Schedule, that was approved in a September 2011 election.

Tools used in the campaign included;

Web site development and updates

Q&A Statement (Plain Talk) in an indexed clickable PDF

Powerpoint Presentation with voice-over converted to video

Superintendent's Videos on Enrollment Growth and Financial Impact

Newsletter for mailing to all USPS Residential Customers

Flyers (Fast Facts) for meeting hand-outs and canvassing

Email in a joint themed program with Automated Telephone calls of 4 each over 8 weeks

Media Relations including News Releases, sample Letters to the Editor for volunteers, and assistance with responses to local News Forums

Lawn Signs including financial support from PTO

Voting Information including links to Voter Registration, Vote by Mail applications and Sr. Tax Freeze registration

CONTACT:

**Dr. James Lavender**  
Superintendent  
**Kingsway Regional School District**  
213 Kings Highway  
Woolwich, NJ 08085  
Tel 856-467-3300

**REFERENDUM COMMUNICATIONS MASTER SCHEDULE**

Week	1	2	3	4	5	6	7	8	9	10	11	12
Meeting Date	7/26/10	8/23/10	11/04/10	11/22/10	12/08/10	1/26/11	2/23/11	3/20/11	4/17/11	5/14/11	6/11/11	12/08/11
Topic	BOC	Parent Acceptance & Public Open House	Public Open House	Public Open House	Public Open House	Public Open House	Public Open House	Public Open House	Public Open House	Public Open House	Public Open House	Public Open House
Board Meetings	7/26/10	8/23/10	8/30/10	9/6/10	9/13/10	9/20/10	9/27/10	10/4/10	10/11/10	10/18/10	10/25/10	11/1/10
Public Open House												

**Plain Talk**  
Introduction  
The Kingsway Regional School District has prepared a Bond Referendum that is scheduled to go before the voters on September 27, 2011. This is a public fact sheet to provide the facts about the referendum and the Q&A document. As the need arises, Plain Talk will be updated to ensure that most district concerns are addressed in a timely manner. If there is a specific question that is not addressed, please contact:

Dr. James J. Lavender  
Andrew R. Blahut

Superintendent  
Supt. Admin. Serv. Dir.

482-4600 ext. 4203  
482-4400 ext. 4205

**A few words to the community**  
The Board of Education is well aware of the difficult economic conditions that we are facing in our district. We are committed to providing the best possible education for our students and to ensuring that our facilities are up to date and safe. The referendum is a way for us to raise funds to improve our facilities and to ensure that we are providing the best possible education for our students.

**Referendum Fast Facts**  
Special Election on September 27, 2011  
Kingsway Regional Board of Education • 213 Kings Highway • Woolwich, NJ • 08085 • Tel 856-467-3300

**When & Where**  
Tuesday, September 27, 2011  
AM - 9 PM  
West Greenway Township Building  
10th Harrison Elementary School  
Woolwich, NJ 08085  
South Stratton School  
Kingsway Regional High School

**Scope of the Work**  
The expansion of both the High School and Middle School is needed to meet growing enrollment. The Middle School project includes the construction of 18 classrooms, a Gymnasium, and expansion to the Cafeteria. The High School project includes the construction of 23 classrooms, expansion to the Cafeteria, relocation of the Media Center, and an Assembly Gym.

**Temporary Classrooms**  
Solutions such as leasing temporary classroom trailers are wasteful expenditures and do not produce assets for the community. In addition, the cost of trailers would come from the operating budget, taking it away from already depleted programs.

**Economic Uncertainty**  
The Board of Education is aware of the difficult economy with which everyone is learning to live. And we are aware that it will have an impact on education. What is equally undeniable is that an ever increasing number of students are coming to the regional district. The positives in this difficult economic climate are that construction costs and interest rates are at historic lows and we can take advantage of that now.

**Impact on Your Taxes**  
The District's Financial Advisors have made an estimate of tax impact for each municipality, based on approval of this Referendum. Their estimates for the average annual local tax increase

**Kingsway Courier**  
Housing Growth, Population Growth, Student Growth  
The Board of Education is well aware of the difficult economy with which everyone is learning to live. And we are aware that it will have an impact on education. What is equally undeniable is that an ever increasing number of students are coming to the regional district. The positives in this difficult economic climate are that construction costs and interest rates are at historic lows and we can take advantage of that now.

**An \$8.4 million Grant will reduce the local tax impact**  
The District has applied for and been awarded a \$8.4 million grant from the State to offset the cost of the referendum. This grant will be used to offset the cost of the referendum and to ensure that we are providing the best possible education for our students.

**Total Project**  
\$31.1 M  
State Grant  
-\$8.4 M 27%  
Local Shares  
2011 Appropriation  
East Greenwich \$8.2 M 26.3%  
South Harrison 2.3 M 7.4%  
Swedesboro 1.7 M 5.5%  
Woolwich 8.8 M 28.1%

**27.2%**  
Percentage of Project Cost offset in Grants by the State of New Jersey

